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HOUSEWIVES LEAGUE MAGAZINE

MRS. JULIAN HEATH
SUPERVISING EDITOR



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Housewives League Magazine

OFFICIAL ORGAN OF THE HOUSEWIVES LEAGUE

A National Movement for the Federation of Housewives

VOLUME V

JANUARY, 1915

NUMBER 1

MRS. JULIAN HEATH, Editor

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Photograph by courtesy of William Skinner & Sons.

THE INTRODUCTION OF SILK INTO EUROPE.

This photograph is a reproduction of the first of a famous series of mural paintings in the Royal Textile Museum at Krefeld, Germany, illustrating the most important events in the history of the silk industry in Europe. The paintings are the work of Albert Baur and are done in wax colors on rough linen rep to give a tapestry effect.

The Emperor Justinian (A. D. 527-565) and his Empress, Theodora, are receiving the monks who have brought the precious silkworm eggs from far Cathay in hollow pilgrim staffs. On the steps of the throne are the bundles of young mulberry trees which the pilgrims have also brought with them.

The imperial couple, who had long sought to solve the mystery of silk, are represented as eagerly interested, the Empress rising from her seat and the Emperor leaning forward.

HOUSEWIVES LEAGUE MAGAZINE

VOLUME V

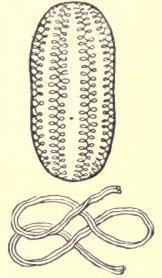
JANUARY, 1915

NUMBER 1

The Drama of the Silkworm

HOW THE SECRET OF CHINA BECAME
THE PROPERTY OF THE WORLD

By HELEN FERMOR



Whenas in silks my Julia goes,
Then, then (methinks) how sweetly flows
That liquefaction of her clothes.

Next, when I cast mine eyes and see
That brave vibration each way free;
O how that glittering taketh me!

Robert Herrick.

THE silken garment of to-day is often but a tawdry thing. It may astonish us more by literally turning to dust without apparent cause than it diverts us by the figurative liquefaction of the poet, and its glittering may be merely the glittering of a base metal.

It is no respecter of persons, but is found in the cottage as well as in the palace and is by no means a stranger in the city slum. The fabric with which the poets of many generations have delighted to clothe their heroines has lost its pride of place and is no longer necessarily associated with what is dignified in human life.

All this is very new. It is not long, comparatively speaking, since the impecunious gentlewoman clung to her silk gown, the badge of her order, as she did to her religion. By the purchase of one new gown a year she might, with careful remodelling and repairing, keep herself perpetually clothed in what she believed to be, for her, the only seemly apparel.

The product of the silkworm, excelling as it does all other fibres for fineness, strength and lustre, provided her with

a garb which was at once serviceable and genteel, even though it might at times be sombre. By a remarkable affinity for rich and delicate dyes, in addition to its other desirable qualities, it has made possible the creation of gorgeous fabrics which for thousands of years have been objects of intense desire to the rich and powerful in many different parts of the earth.

THE LAND OF SILK.

CHINA was the land of silk in ancient times, as it is still the greatest producer and consumer of this precious commodity, and there seems to be no doubt that this country was the natural home of the silkworm. The name China is derived from the Chinese word for silk and all the names by which the country was known to the ancients came from the same source.

The arts of silk culture and silk weaving were highly developed there at a very remote period. The Empress Hsi Ling Shih, wife of the Emperor Huang Ti, who reigned about the year 2500 B. C., encouraged the cultivation of the mulberry tree, the rearing of silkworms and the reeling of silk. She is said to have devoted herself personally to the care of the silkworms and is credited with the invention of the loom for weaving patterned silks. For these services to her country she was deified and is still wor-



Courtesy Belding Bros. & Co.

THE ARTISTS OF THE COCOON.

shipped with offerings of silk cocoons and mulberry leaves.

For nearly three thousand years the Chinese kept from the rest of the world the art by which, as was written by a monk of the third century, they were able to make "precious figured garments resembling in color the flowers of the field, and rivalling in fineness the work of spiders."

Their woven silks and embroideries were much prized and were extensively exported. Silk thread they would not part with and it was customary for the people of other countries to buy from them loosely woven, plain-colored webs and unweave them for thread. It is said that the silk used by Egypto-Roman, Saricenic and Byzantine weavers was obtained in this way until the fifth and sixth centuries A. D. Many beautiful specimens of weaving done with these unraveled threads are still preserved in museums.

JAPAN STEALS THE SECRET.

JAPANESE history records that in the third century a delegation was able secretly to gain admission to China, to obtain silkworms and—whether by persuasion or by force—to bring to Japan four Chinese girls who were versed in the arts of sericulture, silk weaving and embroidery. Evidently the genius of the Japanese people was especially suited to

the patient labor demanded by the delicate processes of silk culture and manufacture, for under the superintendence of these four girls the industry quickly became one of great importance in the country, and remains so to this day.

About the time of the introduction of silk into Japan, according to tradition, a princess—either an Indian princess visiting China, or a Chinese princess marrying an Indian prince—brought silkworm eggs to India in her turban. This may not have been at all a hard thing to do, for forty thousand of the eggs,

enough to stock a small farm, weigh only about an ounce. And these tiny things are far from being as fragile as one might suppose, as it is said they are sometimes so hard that a person might stand on them without breaking them.

EGGS FILCHED BY MONKS.

HAVING broken through the boundaries of China into Japan on the east and India on the west, the art of silk culture next advanced, about three hundred years later, to Constantinople. This time it was two Persian monks who filched the precious eggs and the knowledge necessary to make them a source of wealth.

These monks came to Constantinople after having lived in China for a number of years, and revealed to the Emperor Justinian the mysteries connected with the production of the fine and richly colored threads which his people were able to weave with so much skill. He persuaded them to return to China and try to bring back with them the materials which would enable the weavers of his realm to make their beautiful fabrics unaided by the woven webs of the Chinese.

They were successful in their mission and brought the eggs to the Emperor concealed in a hollow staff, thus laying the foundation of a trade in both raw and manufactured silk which extended, during

THE DRAMA OF THE SILKWORM

the following six centuries, all over Europe.

It was hardly possible after this to confine the knowledge of silk culture within any clearly defined boundaries. The Moors probably carried it into Spain when they conquered that country. But there is no authentic record of any considerable step farther in its progress westward until, in the twelfth century, it was introduced into Italy by the settlement there of colonies of Eastern craftsmen. The domestication of the silk worm in Italy succeeded, the silk industry flourished, and silken garments, though still costly, became much less rare than when China had been the sole source of supply.

WORTH ITS WEIGHT IN GOLD.

WHEN Aurelian was Emperor of Rome, near the end of the third century, silk in the imperial city was worth its weight in gold. The Emperor, influenced, possibly, by principles of frugality proceeding naturally from the humble associations of his early life, re-

fused to wear the costly fabric, or to allow his wife to wear it. Things were a good deal changed after Italy had had a silk industry of its own for a couple of centuries, and "silk became so common," according to a chronicle of Mezerin, "that in the year 1347 as many as a thousand citizens of Genoa appeared clothed in silk in a public procession." But this was more than a thousand years after the time of Aurelian, so the progress had not been very rapid after all.

The Italians tried to preserve for their own use the secrets of breeding the silk worm and preparing the raw silk, and it was not till the sixteenth century that they became known in France. Under the influence of Henry IV, the gallant Henry of Navarre, who had mulberry trees planted in the gardens of the Tuileries, men of the highest rank became enthusiastic sericulturists and noble—even royal—ladies thought the weaving of the precious fibre not beneath their dignity. With such exalted patronage the French soon brought the arts of silk



Courtesy Cheney Bros.

FEEDING THE LARVAE CHOPPED MULBERRY LEAVES AND CLEARING AWAY LITTER.

production and weaving to a high state of perfection.

From this time on the general methods of producing raw silk have been open to any who wished to learn them and many have dreamed of enriching themselves by the tending of the humble silk worm and the reeling of its delicate threads. Yet the industry has not greatly extended itself as to territory. The world's supply of raw silk still comes chiefly from China, Japan and Italy.

What is produced outside these countries, an amount proportionately small, comes from the regions lying along the pathway by which the carefully guarded secrets of the Chinese first traveled westward to Italy. The silk areas farthest removed from this pathway are in Egypt and the smaller countries in northern Africa. France itself has lost its importance as a producer of raw silk, though it is still famed for its weaving.

SILK CULTURE IN AMERICA.

JAMES I of England, seeing his neighbor, France, on the way to being enriched by its silk industry, tried to persuade English landowners to take up the cultivation of mulberry trees with a view to the breeding of silkworms, but his efforts produced no practical results. Then the idea came to him—suggested, perhaps, by the fact that Cortes, half a century earlier, had introduced silk culture with partial success among the Aztecs of Mexico—that his American possessions might be made to produce this valuable fibre in exchange for which he and his subjects were wont to deliver so much of their wealth to other races and peoples.

He would have been well pleased if the culture of silk could have been made to supplant that of tobacco to which he was accustomed to refer as the "noxious weed." He wrote to the Earl of Southampton, who was treasurer and counsel to the Company of Virginia, urging that "our people there use all diligence in breeding silkworms and directing silk works, and that they rather bestow their travell in compassing this rich and solid commodity than in that of tobacco, which, besides much necessary expense,

brings with it many disorders and inconveniences."

His government promised aid to Jamestown colonists who were zealous in the work of sericulture and provided punishments for those who neglected it. The colonial legislature supported the king in his project by passing an act requiring ten mulberry trees to be planted to every hundred acres. The fine for neglecting to do this was twenty pounds of tobacco, and a premium of fifty pounds of tobacco was offered for every pound of reeled silk.

All there ever was to show for these efforts was, during the period of greatest activity in silk culture before the Revolution, an annual export of raw silk averaging about four hundred pounds.

The prevailing interest in the silk industry may have had some effect on the mind of the poet Herrick, for it was at about this point in its history that he indulged in his rhapsodical outburst concerning his Julia's silk attire.

Sericulture continued to exist in this country, if not to flourish, until about 1844. Its final demise was preceded by a period of a few years in which the highest hopes were aroused as to the development of a great silk-raising industry. Much money was invested and lost, and none of the hopes were realized. The excitement, however, apparently gave a valuable impetus to the manufacture of silk. Some who were conspicuously associated with these sericultural adventures took up manufacturing when they were abandoned, and their descendents are still known among the leaders in the silk industry of the country.

That the United States is not still a silk-producing country is due not to any unsuitability of climate but to the fact that there have always been other occupations which were more profitable.

THE MYSTERY OF THE CHRYSALIS.

ROMANTIC as is the story of the gradual progress throughout the world of the knowledge by which the Chinese were enabled to make their "precious figured garments," there must be back of it an even more thrilling history—the history of the beginnings of the art

THE DRAMA OF THE SILKWORM

of sericulture, which is buried in oblivion. How was it first discovered that the cocoon enclosing the chrysalis of the silk worm, inside its rough and ragged exterior, was made of a thread from five hundred to hundred yards in length, so arranged that it could be reeled off without a break?

The fact that in the cocoon the thread is formed into a compact mass by a gummy substance which surrounds it, and that the whole must be subjected to the combined influences of heat and moisture before the thread can be unwound, would

was the only moth worth cultivating for its silk. It yields the finest, strongest and most perfect fibre and has given the world almost its entire silk supply for four thousand years or more; but there are other varieties whose products are likely to attract more and more attention as time goes on.

The *Bombyx mori* moth, which is whitish in color and quite uninteresting to look at, lays its eggs in summer and they are hatched in the following spring. When bred for its cocoon alone the silk worm lives entirely under artificial con-



Courtesy William Skinner & Sons.

JAPANESE GIRLS SELECTING COCOONS.

add much to the difficulty of such a discovery. Still painfully uncertain as to the success which was to attend his efforts, with what patience must the first silk-worker have manipulated the precious threads, of which six, at least, must be united to give the necessary thickness to make them of practical use.

Silk is a substance secreted by various insects—the spider among others—but chiefly by the larvae of members of the Bombycinae family of moths. Until quite recently it was believed that the *Bombyx mori*—so called because it feeds on the *Morus alba*, or Chinese white mulberry—

ditions and all the changes through which it goes during its earthly career are carefully watched and provided for.

As the larvae first wake up to a consciousness of the world around them the chief care of the attendants is that there shall be at hand a sufficient supply of mulberry leaves, in just the right condition, to satisfy their voracious appetites. It is at this time that those who are interested in having the price of raw silk as high as possible may, if they are evilly disposed, begin to circulate reports that owing to untimely frost the opening of the mulberry leaves has been delayed and that

therefore the young silk worms are starving and silk will be scarce. Such a misfortune may befall the larvae, and it is serious enough to the sericulturist when it does.

The business of the *Bombyx mori*



Courtesy William Skinner & Sons.

IN THE TESTING ROOM.

larva, or caterpillar, is to eat. For about six weeks it applies itself assiduously to the succulent mulberry leaves brought to it, stopping only when its skin gets too small and it has to take time to grow a new one, which happens four times before it is full grown. When full grown it is about three inches long and would probably be regarded as a very repulsive object except by persons who have a scientific interest in such creatures.

HOW THE THREAD IS SPUN.

SOON after having reached this stage it begins to emit its precious fibre through a tiny orifice in its lower lip, using it first to attach itself to the twig or other suitable object provided for the purpose, and then to make a loose outer web. Tenuous as this fibre is, it is double, being formed by the union, in the discharging tube of two streams of liquid.

Next, with wonderful skill, the animal builds its continuous thread into the compact oval of the cocoon proper. The thread, placed by the larva in successive layers in its constantly diminishing tene-ment, is not wound regularly around the inside of the hollow ball, but is passed back and forth in one place after another

so that many yards may be wound off without turning the ball over. The arrangement of fibre in the cocoon is shown in the illustration at the beginning of this article. When finally in place the fibre, with its coating of gum, forms a sure protection against any inclemency of weather which, in its natural state, the chrysalis, as the caterpillar now becomes, would be likely to be exposed.

Under natural conditions the moth would develop from the chrysalis in from twenty-one to forty days, eat its way through the cocoon and escape. It would then live only for a few hours more, lay its eggs and die. When reared for the silk alone the chrysalis is not allowed to develop completely, but is killed by subjecting the cocoon to the necessary degree of heat; thus the cutting of the fibre is prevented.

The moth intended for breeding must be especially reared for that purpose and allowed to puncture the cocoon.

The silk of the opened cocoon is not entirely lost, however. Along with waste silk from other sources, it becomes what is called "spun silk," a thread less fine and lustrous than that made from the unbroken fibre, but very valuable for many purposes.

When the silk culturist suddenly arrests the development of the chrysalis nature's share in producing the beautiful fabric which has been coveted throughout the ages is finished. Her patient work has extended over almost an entire year, for *Bombyx mori* has only one generation annually, although there are other species of moths producing a less valuable fibre which have two or more generations. Human hands must now work with equal patience and skill in order that nothing which is valuable in the cocoons may be wasted or marred.

When the cocoon has been softened in hot water the loose outer case is brushed away and then the end of the silk forming the true cocoon can be found. The fibres from at least six cocoons are reeled together, an ingenious contrivance in the reeling machine pressing the moist, gummy threads together and consolidating them into one. Great care must be used

THE DRAMA OF THE SILKWORM

in reeling in order to make a thread that is free from all unevenness, and much of the success of after operations depends on the way it is done. Skeins of thread reeled in this way constitute what is known in commerce as "raw silk."

It was at this stage that the silk formerly left the farm for the first time, and a knowledge of the art of reeling was a necessary part of the equipment of the silk culturist. Now, in accordance with the general tendency of the time, silk reeling is going more and more into factories, and the farmer's association with the fibre ends when he is no longer needed as the ally of nature in the work of producing it.

After reeling come the various winding, twisting and doubling processes which the fibre must undergo before it can be dyed in preparation for its ultimate use for weaving, embroidery or ordinary sewing. These processes are called collectively "silk-throwing," and the person who conducts them is a "throwster."

Throwing is not the same as spinning, which means the uniting by twisting of many short fibres to make a continuous thread. In throwing, again, much attention must be given to details affecting the evenness of the thread. The reeled silk must first be subjected to certain washing and drying operations and must be freed from such imperfections as knots or loose filaments.

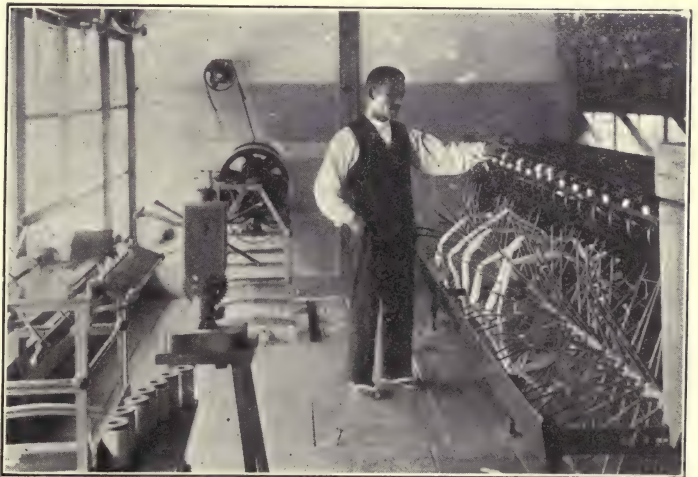
The exact nature of the throwing processes in any particular case will depend upon the use to which the resulting thread is to be put. Two threads of the reeled silk twisted together, making twelve of the original fibre, give the finest thread used in weaving. Four such threads twisted together, making forty-eight of the original fibre, would produce a cord of silk possessing great strength but finer than a human hair. The character of a silk thread is influenced by

the amount of twist given it as well as by the number of fibres uniting in its formation. A great deal of twist on a thread means a strong, hard, but comparatively dull one; while little twisting results in a bright, soft, flossy thread.

THE ARTS OF THE DYER

WHEN the silk comes from the throwster it has reached a point when its fate hangs in the balance, for it must next go to the dyer. The processes of silk manufacture are carried on with greater speed now than in the days when the Chinese first made their splendid flowered fabrics, but apart from this it is only in the art of dyeing that there has been any great change. The modern dyer can do some very clever things, but they are not all things that it is good to have done, and the precious threads which have been evolved by long, tedious processes from the tiny eggs of the silk worm may receive such treatment at his hands that they will not long survive their weaving. This is not, of course, because the dyer is more depraved than other men. The responsibility for the crime is hard to place.

The raw silk as it comes to the manufacturer still retains the gum which coats every single fibre spun by the caterpillar. This gum is removed by the dyer by boiling in soap and water, and in the



Courtesy William Skinner & Sons.

REELING THE SILK.

process the skeins may be reduced in weight by one-fourth. Although manufacturers have always known when they bought their silks that this would happen, many of them seem never to have been able to accept the occurrence with resignation.

It has long been a not uncommon practice on the part of the dyer to add to the silk some substance which it would readily absorb and retain through the dyeing process. In this way he was able to return it to the manufacturer weighing not less but more than it did when he got it. The dyer can have no object in doing this other than to meet the requirements of the manufacturer, and if so instructed by him will simply boil off the gum and then add just the dyestuffs necessary to produce the color ordered. Such a pure-dye silk thread will make a fabric far exceeding in durability one of equal thickness made of any other fibre.

Silks adulterated or weighted, in this way can be sold for a much lower price than pure-dye fabrics, but competition prevents the manufacturer from deriving any unusual profit from them. Neither can the retailer attract to himself any extraordinary amount of patronage by their sale, as they are equally accessible to all in the field. They exist, apparently, only because there is an insistent demand for them—a demand which is largely the result of ignorance.

A solution of tin is the adulteration now most commonly chosen, as it is colorless and can therefore be used for silks which are to be dyed in even the most delicate tints. It also gives a shine to the material which, though quite different from the subdued pearly lustre of the pure silk, is not unattractive so long as one is ignorant of its origin. Silk can be made to take up so much tin, it is said, that twelve ounces of the boiled thread can be increased in weight to eighty ounces, and yet look to the untrained eye like pure silk.

Probably such an excessive degree of weighting is seldom indulged in except as an experiment. According to one silk expert a nineteen-inch taffeta made of silk and tin in the proportion of five-eighths to three-eighths, which could

be retailed at seventy-five cents a yard, may usually be regarded as a sound commercial article. For all ordinary purposes it will give, says this authority, as long service as is likely to be desired in this day of rapidly changing fashions. A fabric similar in appearance, and of the same width, but made of pure-dye silk, could not be retailed for less than a dollar and ten cents a yard.

There are, however, always certain dangers attendant upon using the adulterated article. These dangers come from various sources. The weighting of silk is a chemical art which can be successfully practised only by the most skilful, and even a silk to which the amount of adulterant added has not been what might be considered excessive may, through some slight error in treatment, deteriorate with a rapidity which will render it practically worthless.

Even when the weighting has been properly done, continued exposure to sunlight will crystallize the tin and the sharp edges of the crystals will cut the fibre. The acid of perspiration also has a disastrous effect on the adulterated fabric. And the tin-weighted silk gowns, if such there be, which are now laid away in chests in garrets are not likely to be of much use to coming generations, or even to the present generation after a few years have passed.

While a weighted silk may answer very well for some purposes, no woman could fail to enjoy the feeling of safety experienced in the purchase and use of a fabric known to be "pure-dye silk," if she fully understood what that phrase stood for. The pure-dye silk does not crack or crumble, but only deteriorates gradually from legitimate wear. Even the sheerest pure-dye silk fabric will stand an amount of wear and rough usage which would be ruinous to the one made heavy by weighting.

There is some ground for the hope that before long some legislative measure shall have been passed which will make the selling of a weighted silk as other than it is an impossibility. Then every woman will be able to decide for herself whether there is to be tin mixed with her silk or not.

Dogs and Our Mutton Supply

FEDERAL GOVERNMENT FINDS THAT THE SHEEP INDUSTRY IS SERIOUSLY HAMPERED BY ROVING CANINES

IN spite of the increasing popularity of mutton and lamb and the high market prices for sheep there has been no increase in the number or size of flocks in the farming States.

We have only to glance at British agriculture, says the *Weekly News Letter* of the Department of Agriculture, to appreciate the fact that as land advances in value and better business methods are adopted the place of the sheep upon farms becomes an increasingly important one.

The superfluous dog in villages and on non-sheep-raising farms constitutes a very serious obstacle to the local development of farm sheep husbandry in the United States. The Bureau of Statistics has recently received from its county crop correspondents a very interesting and suggestive set of replies to questions prepared by the Bureau of Animal Industry.

One of the questions asked for an estimate of the extent to which the present numbers of sheep might be increased without displacing any other farm stock. A great many of the correspondents gave one hundred per cent. in answer to this question. Answers to this and similar questions were summarized for thirty-six States. In twenty-seven States the correspondents state that there might be an increase of over one hundred per cent. in the number of sheep kept without displacing other stock.

When asked to name the things that prevent more general keeping of sheep, thirty States give as a large majority of their answers "dogs." Six States answer "fences," indicating a lack of working capital as a hindrance to sheep raising. The total replies from the thirty States referred to are distributed as follows: dogs, 526; fences, 191; price of wool, 122; miscellaneous, 63.

In Maine, New York, Virginia, Georgia, Missouri and Kentucky, dogs

took the lead among reasons assigned for the absence of sheep, and in Ohio they just escaped being tied with the price of wool.

Competent opinion seems well agreed that the dog stands in the way of an increased supply of one of the chief kinds of meat. In answer to this arraignment of the dog, it is sometimes stated that owners of sheep killed by dogs are compensated for their losses from the dog-tax fund of the municipality. It is true that a considerable number of counties do compensate owners of killed sheep, but the rate of compensation practically never exceeds the actual meat value of the animals killed. Such redress, while it may alleviate the seriousness of the sheep-owner's immediate loss, is in no way conducive to the stability or extension of sheep-raising.

Compensation for damage done by dogs seldom takes account of injury to that part of the flock not killed. These are often maimed and rendered so uneasy and unthrifty for months that the lamb crop of the following spring is seriously lessened. In addition to this uncompensated loss, there is the discouragement of the owner and the spread of the idea among other farmers that sheep-raising is unsafe and unsatisfactory.

The treasurer of one county in Ohio reports that 649 sheep were paid for in 1913 as having been killed by dogs. In one Indiana county having 24,000 sheep, 300 were killed by dogs in 1912. This probably means that sheep were killed by dogs in one-fourth or one-fifth of the flocks.

When the States levy taxes sufficiently high to curtail the number of unnecessary dogs and put upon the dog-owner the burden of keeping the animal off of others people's farms, then the sheep industry will have a fair chance to contribute as it should to the meat supply of the country.

The Bacteriology of Paper Dishes

LABORATORY INVESTIGATION REVEALS A GREAT VARIETY
OF BACTERIAL LIFE ON THE SURFACE OF THESE CONTAINERS

By MARY DUDDERIDGE

THE microbe has been so hotly pursued in these latter days that it seems hardly possible that any haunt of the microscopic monster should have been overlooked.

Nevertheless our grocers and other dealers have been allowed to send foods to our homes in dishes of a very doubtful bacteriological character, with scarcely any question as to the safety of the practice. With the exception of the inquiries of the Bureau of Chemistry reported in the October number of this magazine and the investigations about to be recorded, the National Executive Committee of the Housewives League has been unable to learn of any research in this direction.

The possibility of the contamination of food by its container begins with the raw material from which the dish is made and ends only when the food is put into it by the retailer. All along this route opportunities for contamination are numerous.

THE RAW MATERIAL.

THE nature of the raw material has already been touched upon, the United States Bureau of Chemistry having found that the paper used for paper dishes may

be a mixture of all kinds of material, "usually waste paper which may or may not be clean," and that, as a rule, such waste paper is not subjected to any treatment which would reduce the number of live organisms in it.

To these organisms many others might be added during the progress of the dish from the maker to the housewife, and in a good many cases the surface is well adapted to the retention of any organism that once touches it. The waterproofing of paper dishes, for instance, has been found to produce a surface which holds dust and the organisms that it carries with more tenacity than does the surface which has not been so treated.



APPEARANCE OF WOOD-PULP CONTAINER
AFTER IMMERSION FOR SIX DAYS
IN STERILE MILK

The actual results of all these possibilities in the case of four types of dishes in common use were brought out in an investigation which has just been completed. It is unlikely that these results represent the possible maximum of danger from the contamination of these dishes by bacteria. It is entirely probable, on the contrary, that they represent a minimum. They are sufficiently alarming, however, to call for serious consideration on the part of all who have food

THE BACTERIOLOGY OF PAPER DISHES

delivered to them in such containers, which means practically every family in the land.

This investigation was a continuation of the one reported in October and dealt with the same four classes of dishes. Two were of paper treated with some kind of waterproofing material. One was of wood pulp, and one of a hard-wood veneer. The surface of the containers only was examined, and as in the preceding investigation the dishes were purchased in original packages from the wholesalers.

HOW THE DISHES WERE PACKED.

ONE brand of paper dishes was received in a package containing 248 dishes, nested one within the other, stacked in three piles and wrapped in one thickness of paper, said by a local paper dealer to be kraft. The edges of the paper were joined by glue and a label on the outside of the package stated that it contained 250 dishes.

The other paper dish was similarly stacked and nested, and was wrapped in two thicknesses of paper said by a local dealer to be rag paper. The package was not sealed but was secured by a cord passed around the middle and over the ends of the package. It contained 239 dishes, while a label on the outside stated that it contained 250.

The wood-pulp dishes were nested and



PAPER DISHES PRODUCED SOME SMALL VISIBLE EVIDENCES OF MOLD

stacked in one pile, wrapped so that both ends were exposed and secured by a cord as in the preceding case. The covering consisted of one thickness of paper, said by a local dealer to be "screening." The package contained 247 dishes and a label on the outside stated that it contained 250.

BROKEN WRAPPINGS.

ALL three of the above packages were received in bad condition, the wrapping being broken and the dishes consequently exposed to contamination by dust and air-borne organisms. This neglect of proper precautions in shipment would suggest a similar indifference to sanitary standards in the manufactory, and would have been more pardonable a few years ago than it is now when knowledge regarding these matters has been widely diffused and is at the disposal of anyone who wants to acquire it.



NO MOLD GROWTHS APPARENT TO THE EYE DEVELOPED UPON THE WOODEN CONTAINERS

To-day no excuse is possible for those who put up foods, or anything that is intended to come in contact with food, in such a manner as not to protect such commodities from the vicissitudes of transportation.

The wooden dish was received in packages containing 254 dishes nested and piled in two stacks which were wrapped separately in paper, said by a local dealer to be kraft. The wrappers were sealed, and the two stacks were enclosed in a strong wooden crate securely nailed together and covering the sides and ends of the packages.

Wooden dishes from another factory were received in a package containing 523 dishes in four stacks, all being enclosed in a tight box made from heavy fibre board, the edges of the box being

commended by the American Public Health Association.

Suitable culture mediums were inoculated with the contaminated water and allowed to incubate for from four to six days. After four days the number of organisms per sample ranged from a minimum of fifty in the case of the wooden dish to nine hundred in that of the wood-pulp container. After six days the number of molds per dish ranged from one in the case of the wooden container to sixteen hundred in the case of the wood-pulp dish.

A CURIOUS MOLD GROWTH.

THE development of molds in the case of the wood-pulp dish was so interesting and peculiar that photographic results of this experiment are shown herewith.

TABULATED RESULTS OF THE BACTERIOLOGICAL EXAMINATION OF FOOD CONTAINERS.

	Number of Organisms per Dish After Four Days Incubation on			Number of Molds per Dish After Six Days Incubation on Wort Agar at 25 Degrees C.
	Nutrient Agar at 25 Degrees C	Dextrose Shake Agar at 37 Degrees C	Nutrient Agar at 37 Degrees C	
Paper	400	400	300	20
Paper	700	500	640	40
Wood-Pulp	900	500	480	1600
Wood	70	90	50	1

joined by glue and finished with metal staples. A label on the outside stated that the package contained 500 dishes.

Kraft paper, it should be explained, is a superior grade of paper made from what is known to the trade as "sulphate pulp" for the reason that sulphur predominates among the various chemicals with which the pulp is treated; "screening" is a cheap grade made from the refuse of the pulp; while rag paper, as its name suggests, is made from old rags.

On arriving at the laboratory each package was slit open about the center and a dish removed with sterile forceps. This dish was placed in a sterile wide-mouthed glass-stoppered bottle containing one hundred cubic centimeters of sterile water and sterile shot, and the bottle was agitated in such a manner that the dish received a thorough washing. The washings were then examined and the results recorded according to methods rec-

Molds grew very rapidly upon this container, and from the initial appearance of small spots, rapidly developed into the most fantastic and peculiar forms of varied hues. It seemed entirely probable that mold growth on this dish would have completely filled the sterile jar in a few days longer.

Molds were grown on the various dishes by dipping them in sterile milk and then transferring to a sterile glass jar which was immediately sealed, the dish being handled, of course, with sterile forceps. These jars were allowed to stand at room temperature for six days, and the growth of the mold was watched. In the case of the wooden dish no mold became apparent to the eye, while the two paper dishes showed little visible evidence of such growth. The pulp dish, however, was rapidly covered with a solid mass of mold growth so firm as to permit the removal of the dish from the jar and

considerable subsequent handling without much alteration in the strange appearance of the mass.

This experiment was supplemental to the one with wort agar recorded in the accompanying table, and was designed to determine the maximum capacity of the various dishes to develop molds in actual contact with food. Such a growth as the one described indicates that the dish which came in contact with the sterile food must have been saturated with the bacteria which produce mold growths.

A NUMEROUS FAMILY.

THE other organisms found to be present in the surface of the four types of dishes were of great variety, including staphylococci, diplococci, cromogenic organisms, and saccharomyces.

In the case of one of the paper dishes and the wood-pulp dish the *Bacillus coli* was found.

As everyone who has followed the pure-food agitation is aware the *Bacillus coli* is found only in the intestines of animals, and its presence indicates the possibility of contamination by other intestinal organisms, including the dreaded typhoid bacillus.

The organisms of the staphylococcus type are especially associated with suppurative conditions, and give a bad odor and taste to food. They are found in water, air, milk and skin. The diplococci also cause bad odors and decomposition.

The cromogenic types, as their name

implies, are color-producing organisms. Some are red, some orange yellow and some lemon yellow. The *Bacillus prodigiosus*, which is of this type, presents a brilliant red growth, whose rapid development is said to have formed the basis of the so-called miracle of the Bleeding Host. The rapid growth of these organisms on foods produces various colors and bad odors.

The saccharomyces are often classed with the fungi, and the most familiar member of the family is ordinary yeast.

Molds are sometimes harmless and sometimes not. The infection of the mouth known as "thrush" is due to organisms of this class and they are also responsible for a chronic inflammation of the skin.

In the light of these investigations the lining of these dishes with paper might be suggested as a protective measure, but a little reflection is sufficient to show that this would only introduce an additional complication. The sanitary character of the paper might be as questionable as that of the dish, and it would be almost impossible, by law or other means, to insure the universal use of the lining. It was found, too, in the investigation of the absorption of foods by these containers that the lining is an additional source of waste. It absorbs food and allows still more to soak through into the dish. At present the use of the lining is rare, being peculiar to a few retailers who have begun to distrust the cleanliness of the container.

Estimated Losses From Rats

DR. R. J. G. HURTY, Health Commissioner of Indiana, estimates that a rat destroys one dollar's worth of food annually and that there are as many rats as people in the State. Therefore he concludes that the rodents cost Indiana some \$2,750,000 yearly.

Dr. S. J. Crumrine, Secretary of the Kansas State Board of Health, estimates that the rat population of that State is in excess of the human population. Placing the annual cost per rat at two dollars, he finds that they saddle upon the State every year a bill of \$3,400,000.

Dr. Richard H. Harte, Director of Public Health and Charities, Philadelphia, estimates that rats cause a loss of \$1,000,000 a year to Philadelphia.

The annual cost of rats to all the cities of the United States has been placed by government experts at \$3,400,000.

A writer in *Farm and Fireside* estimates that there are 300,000,000 rats in the United States and that they destroy \$100,000,000 worth of grain every year, or enough to feed one hen for every man, woman and child in the country.

All Children May be Beautiful

BY THE MAGIC OF SCIENCE THOSE WHOM NATURE SEEMS
TO HAVE SLIGHTED ACQUIRE THE LINEAMENTS OF ANGELS

By DOUGLAS H. STEWART, M. D.

ACCORDING to the *Arabian Nights*, people were greatly amused when the Magician disguised as a peddler offered to exchange "new lamps for old," but even the world's greatest specimen of imaginative literature never went so far as to declare that new faces could be given for old, that monkey features could be made angelic and bull-dog jaws converted into cherub chins.

Since this is a matter of daily accomplishment it may be plainly stated that science has made fiction *passé*.

According to the copy-book maxims, "As the twig is bent so the tree is inclined," and yet children are allowed to become crooked and bent only too often because they are expected to "grow out" of something which ordinary common sense would forbid their ever "growing into."

Everybody knows that a baby's most important business is to eat, sleep and cry, and in all business, neglect leads to bankruptcy. On the other hand energy leads to success, and since nothing succeeds like success, a baby who eats, sleeps and cries well is necessarily a beautiful child.

It really is rather amusing to hear people explain the beauty of the pink-cheeked Irish, English, Scotch, or other foreign baby, by attributing its fine color to the climate, and omitting to mention the fundamental fact that when an American baby cries it is hushed or given something, candy for example, for "peace" sake."

The foreign baby, if not in pain, is just permitted to cry, gets its chest clear and its heart and arteries to bounding, and good well-aired blood is carried to the most distant part of its body; and because the blood is both fertilizer and nutriment, that distant part, and all other parts, are well developed. If the child has pink

cheeks, it also has pink toes, and everything is as it should be.

In almost every instance, if a child's mouth is perfect in appearance and use, then all the rest of the body is correct. There are exceptions, but they are not common. The rule among animals and men is: A good mouth equals good health. Among animals and savage peoples the bad mouth means an early grave.

Civilization—mush and milk in various proportions—enables us to prolong existence in spite of nature's dictum to the contrary; but beauty of feature is quite beyond the attainment of any individual with a malformed mouth; and inasmuch as the mouth in the human species is the only organ of mastication, and without mastication the ultimate overthrow of the whole machinery which we call digestion and nutrition is merely a question of time, it would seem foolish indeed to anticipate any success in developing a new type called the beautiful dyspeptic, or the jaundiced angel-face. As yet, since the type will forever remain unknown, its nomenclature has not been perfected.

Once a philosopher said that it was much more economical to put sand in your watch than unchewed food in your stomach, and both proceedings are equally unwise.

If a mother will study her baby's mouth and observe that it is beautifully shaped into the so-called Cupid's bow, that it is a very big mouth when the child yells, and that it is small and tight-shut during sleep, she may conclude that the infant has been well started on the road to beauty and that it will never know the anxiety and ugliness that the fish-mouth which the adenoid develops entails upon its owner. If, on the other hand, she does not note these things, she should not rest until the defects which their absence indicates have been corrected.

When any child is born it is supposedly furnished with a tongue, and that organ has been termed the trowel of the teeth because it shapes the jaws, the teeth, and through these the whole face.

Evidently any trowel must be free, for if it be tied to a string, it will shape a wall with dents in it, owing to interference with its motion. Consequently if a child is to become beautiful it must have a free tongue, or the jaws and teeth, instead of being regular, will have dents in them, if irregularities of position and shape may be so termed. And as to irregular teeth, they are readily brought into line at or prior to the sixth year.

Every woman may make her child a beautiful child, because nature starts most children right and if they are kept right they will become as beautiful as their type will admit. Any deviation from the lines of beauty in the jaw is sure to be followed by abnormalities in other parts of the body, such as bent-in chests, crooked spines and stuffy noses.

If there is a recording angel he must use books upon books in writing down

the consequences and expressing the misery entailed upon children by the ordinary dentist with his advice to "let the child alone until it gets its second teeth," and the ordinary doctor with his opinion, "There is a little tongue-tie, but it doesn't amount to anything."

The wisest thing to do is to consult a first-class orthodontist before a child is six years old. The expense would be trifling and the annual saving in doctor's and dentist's bills would make the monetary returns very great indeed. Delay means increased expense and pretty much all other disadvantages, including a malformed nose. Experiments upon growing puppies have shown that if the teeth are wrong there are few things right.

Allowing children to "grow out" of a crooked first set of teeth—oh, how that practice crowds the various special hospitals! Not with beautiful children, though. Misfortune, and irregular development are often, as in this instance, preventable, and are, therefore, doubly sad. The patience of the sufferers is the only beautiful feature discoverable in the situation.

The Grocers and the Open Markets

THE retail grocers of New York, especially those who are organized together in the various associations in Greater New York, are going into politics in order to fight the city's plan of opening municipal markets.

The city's idea is that through these markets farmers and truckmen can come into the city and offer their produce directly to consumers.

This plan cannot be objected to, as we see it. Certainly a farmer is permitted by law to sell direct to consumers, and certainly, if he is honest and fair, he can sell produce cheaper and sell it fresher than any retail grocer. There is no use denying that.

When we say that the plan cannot be objected to, therefore, we are speaking from the consumer's standpoint wholly. Naturally the plan will take some business from the dealers, and that is to be

regretted; but opposition would be exceedingly unpopular that was founded only on that.

We do not expect the campaign of the New York dealers to succeed for that reason. They are fighting for their own interests solely. This they have a perfect right to do, but nevertheless their position is purely selfish. It says in effect: Even if the market plan will let the farmer and the consumer get together, even though it will reduce for the consumer the high cost of living, we are against the markets because they take business from us.

Is that a good argument? We think not. Not only is it poor, but it is dangerous, for it seems to justify the complaint that the middleman is not needed and can only keep his place by artificial aid.—*Modern Merchant and Grocery World*.

The Care of Groceries

A NEW STANDARD HAS BEEN SET AND FAILURE TO COMPLY WITH
IT MAY MARK THE DIFFERENCE BETWEEN SUCCESS AND FAILURE

Bulletin of The Wholesale Grocers' Exchange of Chicago.

[EDITOR'S NOTE—Housewives as well as grocers will be interested in these hints for the care of grocery stock, and to members of the Housewives League, who have been trying for three years to improve the condition of the groceries which they patronize, they will be particularly valuable. This standard set by the grocers themselves may be accepted as reasonable and should be useful as a guide in the work. It also furnishes some serviceable hints for the care of food in the home.]

THE American public is becoming a more discriminating public every day. The widespread publicity brought about by the passage and rigid enforcement of pure-food laws, has helped to create an insistent demand for clean, sanitary and wholesome foods. We are aware that the retail trade of the country is fast abandoning the old slipshod methods of handling many kinds of goods, and the average grocery store is now conducted in a scientific manner, to a degree little thought of twenty-five years ago.

One of the most important of the advanced steps thus taken is the proper care of perishable goods. The proper care of such articles often spells the difference between success or failure. It invariably affords the line of demarkation between the grocer with a large well-satisfied and increasing trade, and the one who, while still using the old methods, is able perhaps temporarily to stave off disaster by reason of past reputation and long established personal acquaintance.

We as wholesale grocers know that the vast majority of our customers are well aware of these conditions and have gone far toward adjusting themselves to the new situation.

But some, unfortunately, have not had the means of acquiring the technical knowledge necessary to obtain the best results in the conduct of a grocery store. The following suggestions are, we believe, reasonably within the means and facilities of the average retail grocer. If these simple rules are followed, they

will save you much loss and annoyance, and they will enable you to place your goods in the hands of the consumer in the best condition possible.

You will note that we offer no suggestion as to the proper care of strictly fresh products such as meats, produce, butter, eggs, fruits, etc., as the average retailer fully understands the extremely perishable character of such goods and knows what must be done to prevent immediate deterioration.

It is the false assumption, on the part of some, that the so-called cured products will keep indefinitely subject to all sorts of conditions with little or no care or attention, that has been productive of the most difficulty.

THE CARE OF CANNED FOODS.

CANNED foods are probably the least perishable of all grocery products, if properly handled. Not long ago there was held a banquet of food experts. Some canned corn that had been packed twenty-five years ago was opened, and was pronounced by all the experts to be perfectly fresh and sweet.

Canned goods should be stored in a cool, dry place. Cases should be piled in such a way that the air will circulate among them and so that they may be readily inspected to discover possible leaks. If an individual can should happen to spring a leak, the moisture will extend to other cans, and the rust will eat through the tin and cause the other cans to spoil. For this reason whenever a leak is detected the leaky can should be removed at once and the other cans wiped

THE CARE OF GROCERIES

dry. A case of goods that is stored on a damp floor will absorb moisture and the bottom tier of cans will soon become rusty and spoiled.

A leaky can may be detected by shaking the can which is suspected. If the can is leaky liquid will escape; the can will appear light in weight, or the contents will rattle. A spoiled can which is not leaky will almost invariably swell or puff at the top and is of course unfit for sale. In this connection it is well to call the attention of the trade to the difference between "swells" and "springers."

"Swells" are caused by the expanding of gases which are formed when goods spoil, or they may be the result of filling the cans too full at the time of packing, so that the natural gases which always accumulate cause the tops or bottoms to bulge. Such goods are perfectly wholesome, but it is unsafe to sell them, as they cannot be distinguished from goods actually spoiled till the can is opened and the test should then be made only by an expert.

"Springers," on the other hand, are the result of a new process in canning by which the filling and sealing of the can is done entirely by machinery, without the use of solder. With the present development of this process, the covers and bottoms are sometimes not sufficiently reinforced, and careless or rough handling of the goods will cause the tops or bottoms to bulge outward. The canners are constantly improving the process and all this difficulty will eventually be eliminated. If pressing in the cover causes it to spring back to normal position and to remain there and the can does not bulge at the opposite end, the contents of the can are in good condition and are fit for sale. Otherwise it should be classed as a "swell."

Avoid rough handling of canned foods, as leaks are sometimes caused in this way. As a general proposition we may state that the highly sanitary conditions and scientific methods used in our modern packing plants, together with the careful inspection and supervision of the entire industry by the State and Federal governments, have brought

about a condition in the canned-food business which insures cleanliness, economy and convenience to the housewife.

There has been a great deal of misunderstanding about the keeping qualities of flour, meal and cereals. It is incorrect to assume that these products were inferior or contaminated when packed, if after a period of a few weeks, web worms or weevils are formed therein. Scientists have found that various tiny insects, many invisible to the naked eye, deposit eggs within the grains during the process of growth upon the stalk.

CEREALS NOT STERILE.

UNFORTUNATELY our present milling and manufacturing processes do not entirely destroy these eggs or bacteria, unless the product is cooked or sterilized. With our present scientific knowledge of the subject, it is impracticable to sterilize flour or cereals generally. The result is that under certain atmospheric conditions and under certain temperatures these eggs, or bacteria, which are found in all cereals, will begin to develop and after a certain time will produce larvæ, web, or mold. This, of course, would be true whether the goods are in a sealed package or not, but the danger is much greater with bulk goods which are more readily affected by atmospheric conditions and are subject to outside contamination. This is one of the risks connected with the cereal business, and till some practical method of sterilization is invented it cannot be avoided.

The risk may be largely reduced, however, and the keeping qualities of cereals greatly increased by the careful observance of the following suggestions:

Discontinue the handling of cereals in bulk as far as practicable. The small package or carton is more sanitary and convenient for the consumer and usually more profitable in the long run. It is extremely difficult to protect bulk cereals from outside contamination and from the tiny insects that prey upon them.

If you find it necessary to handle some cereals in bulk, great care should be taken to see that the chests or bins in which the product is kept are perfectly

tight and are well covered at all times. The larvæ will penetrate through the smallest cracks in the bottom of the chest.

All such chests, or bins, should be thoroughly cleaned at least once every two weeks, especially in warm weather. If quantities of old flour or meal are left in the corners or cracks, the fresh product emptied into the bin is almost sure to be contaminated in a short time. The possible development of worms or larvæ in such products may be very materially checked by shaking the packages or container thoroughly every few days.

It is much easier to protect cereals in package form from outside contamination. There is practically no loss on these products except in warm weather. At such times great care should be taken to see that the shelves are clean. Do not allow dust, or other refuse, to accumulate upon or near the packages. It is well to move the packages occasionally and clean the shelf.

During warm weather it is advisable not to buy more cereals than you will need for a two weeks' or a month's supply. When new goods come in place the old goods in front of new goods on the shelf, so that the old goods will be sold first.

All cereals should be kept in as cool and dry a place as possible. The temperature of the room in which they are stored should not exceed 60 or 65 degrees Fahrenheit, if it can be avoided. Never store cereals in a damp basement near stoves or steam pipes, or near the ceiling.

COFFEE QUICKLY LOSES ITS SAVOR.

ROASTED coffee loses much of its original flavor after it has been allowed to stand for some time exposed to the air. The delightful odor which freshly roasted coffee is constantly emitting means that the product is continually throwing off, in the form of gases, some of its essential ingredients. To prevent this roasted coffee should be kept in airtight containers as far as possible, which will also protect the product from moisture and many pungent odors from the outside. Ground coffee very quickly loses its strength if exposed to atmospheric conditions.

Dried fruit to be in good condition must contain considerable moisture. If it is exposed to the air this moisture soon evaporates, the natural sugars found in the juices crystalize, and the product turns color, becomes hard and loses both in weight and flavor.

Dried fruit should be kept in a cool place, and it is advisable to use cold storage during the summer months, if the goods are to be kept any length of time. Do not use more of the fruit for display purposes than necessary; when so used the fruit should be protected by close-fitting glass covers.

Do not place more package goods on the shelves than is necessary for immediate use, and for reasonable display purposes. Raisins and currants so exposed will soon dry out and become hard. Such goods should be kept in the original cases as far as possible.

FIGS AND DATES NEED A COOL PLACE.

FIGS, dates, candied fruit, chocolate, cocoa, etc., should be kept in a cool place, and not exposed to strong sunlight or heat. Great care should be taken to protect figs and dates in bulk from dust and dirt; these products are frequently handled by the grocer in a very unsanitary manner, and cleanliness is becoming a more and more important factor with a discriminating public.

Smoked fish is extremely perishable, and should be thoroughly examined upon arrival. If it should be on the point of spoiling, that fact may be easily detected by the odor. It is not safe to handle smoked fish at all during the warm weather, and if handled, it must be kept in cold storage where there is a uniform temperature of from 32 to 40 degrees Fahrenheit. An ice box will do when cold storage is not available. At all seasons of the year, fish should be kept in as cool a place as possible, and away from other groceries that are liable to become tainted with the odor. Fish must be kept clean, handled with clean hands and fully protected from flies and all other sources of contamination.

Nuts in the shell should be stored in a cool place. A grocer will frequently carry a few nuts over the summer,

THE CARE OF GROCERIES

during which time there is little call for them. Never mix old goods with new as the quality of the entire lot will be materially affected.

Shelled nuts are extremely perishable. They should never be exposed to the direct rays of the sun, or stored near stoves or steam pipes as the heat will draw out the natural oil, and the nuts will almost immediately become rancid. This product should be kept in jars with close-fitting covers, so as to protect it from the air and from dust and dirt.

OLIVE OIL AND PEANUT BUTTER.

AVOID exposing olive oil, salad oil, etc., to strong light or heat.

Olives should be kept in a cool place, and when opened should be kept away from articles which have a bad odor such as kraut, salt fish, onions, etc.

Peanut butter should be stored as well as displayed in a cool part of the store, and away from the sun's rays. The natural oil of the peanut will separate from the mass after the butter has been stocked a considerable length of time, and will separate in a very short time if exposed to the sun, or to any other heat. If you observe any sign of such separation, turn the jar cap downward, which will cause a redistribution of the oil, thus making the package more sightly, and improving the eating qualities of the butter.

Pickles in open packages should be covered, or tightly screened. There is a small vinegar fly, an inhabitant of most grocery stores, which, if allowed access to the contents of the package, will deposit its eggs, with the result that the pickles will become wormy in a few days.

HOW TEA DETERIORATES.

MANY dealers do not consider tea perishable because it is not easily subject to fermentation or decay, as are many other products, but from the standpoint of flavor or quality, tea is extremely perishable and great care should be exercised in handling it.

In the first place, tea should never be exposed to the air, but should be kept in containers as nearly air-tight as possible. The most common source of the deterioration of tea is the absorption of the

many odors that float about a grocery store. It is frequently found that samples sent in by retailers have not only lost much of their original flavor, but, which is much worse, have absorbed more of some oil, cheese, fish, or onion flavor than has been retained of the real delightful tea flavor.

The grocer who opens up his tea chest, throws back the cover, matting and lead, and thus leaves the bulk tea exposed to the air for even a short time, cannot hope to place the tea in the hands of the consumer in a satisfactory condition, no matter how fine a grade or how fresh the tea may have been when it was first delivered to him.

Tea should never be stored in damp basements or in a room in which violent changes of temperature or atmospheric conditions take place. Either evaporation or absorption of moisture will cause tea to deteriorate in quality and conditions should be kept as nearly uniform as possible.

The careless handling of tea has far-reaching results, and not only causes a decrease in sales and consumption, but a very material financial loss to the dealer, as tea which is worth fifty cents per pound may easily become overnight common and almost worthless, unfit to drink.

Any dealer who will take the pains to handle this greatest and cheapest of all the world's beverages with the care and caution which it deserves will be well repaid, and will reap the results of a larger and ever-increasing volume of business.

SUGAR AND SPICE.

ALL spices have a tendency to weaken with age, so it is better not to carry this product in stock for too long a time. Do not store spices in a damp place.

Sugar under proper conditions will keep indefinitely. It should not, however, be stored in a damp place as it will quickly absorb the moisture and will become hard when it dries out, which is especially true of all powdered and soft sugars. If sugar is kept in a barrel, it should be well covered to protect it from the dust and dirt.

Our Campaign for Clean Flour

UP-TO-DATE MERCHANTS ARE GLAD
TO ADOPT THE SANITARY PACKAGE

IN our campaign for clean flour nothing has been more encouraging than the way in which the sanitary bag has been welcomed by the trade.

The up-to-date dealer in foodstuffs knows that the public standard as regards cleanliness in the handling of such wares is higher now than it has ever been before and that it is constantly going higher. Therefore any advance along sanitary lines which can be made without increase of expense is sure of his cordial approval.

The letters we have received from grocers and dealers who are using the rope paper flour bag are so interesting that we have selected a few extracts from them for you to read. The following

have been chosen almost at random from hundreds of similar ones:

"We will gladly coöperate with you in wiping out the cloth bag."

"We are perfectly willing to coöperate with you in your crusade against the sale of flour in cloth bags. Your reasons are obvious and your arguments are sound and we will do all we can to help you in this matter."

(From a Wholesaler.)

"We are in thorough sympathy with your efforts and with a view to assisting your campaign have decided to pack flour in the sanitary packages that you recommend. With best wishes for the success of your enterprise, etc."



THOUSANDS OF SMALL FABRIC BAGS OF FLOUR ARE EXPOSED IN
THIS WAY, AT THE MERCY OF EVERY WIND THAT BLOWS

OUR CAMPAIGN FOR CLEAN FLOUR

(From a Chain-store System.)

"We are pleased to inform you that we have secured some flour packed in paper bags as requested, and have stocked them in every one of our stores."

"I have sold flour in rope paper sacks for over ten years and find it the cleanest and most sanitary way of handling flour."

"Our best sellers are in cartons and paper bags."

"I heartily approve of your campaign

with sanitary paper bags, and will co-operate in every manner."

"We know from experience the truth of your assertions and assure you that we are certainly in favor of a better package for flour."

"Before I received your letter yesterday I did not know millers were packing flour in rope paper bags. You can count on me to demand it in future."

(From a Department Store.)

"We shall be pleased to mention in our



TYPICAL SIDEWALK DISPLAY BEFORE A NEW YORK GROCERY STORE

and am for anything that is an improvement."

"Realizing the fact that the National Housewives League insures better and cleaner stores for the people, we wish to say in reply to your letter that we are in harmony with your theories and will endeavor to do all in our power to conform with the League's suggestions."

"I most earnestly endorse your League in its movement to replace cloth bags

grocery advertisements from time to time that we offer flour in sanitary rope paper bags which are endorsed by the Housewives League. We are enthusiastic about flour in paper bags, because there is not so much dust and dirt and because of other advantages."

"I have been putting flour up in paper bags for some years past and expect very soon to put all flour in paper bags in preference to cloth bags. Trusting that this campaign will meet with success, etc."

Why Not A Postal Market?

PLAN TO REDUCE THE COST OF DELIVERY ON FARM PRODUCE
FROM SIXTY-FIVE CENTS ON THE DOLLAR TO FIVE OR TEN CENTS

By R. L. GREEN.

A CERTAIN group of people in this country are imposing a direct tax of two hundred per cent. upon practically everything produced by the nation. In all probability you are not even aware that such an astounding tax exists, so let me explain.

Under our system of distribution it costs from three to ten times more to carry an article to the user than it does to make the article. This statement can be verified by consulting any manufacturer in regard to the relative cost of manufacturing and marketing. The practical result of this absurd arrangement, as the editor of the *Rural New Yorker* points out, is that we have a thirty-five-cent dollar. According to this prominent editor the farmer gets only thirty-five cents for a dollar's worth of foodstuffs, while the middlemen, who merely carry this product to the consumer, receive sixty-five cents.

Now the question arises: "Is it really worth sixty-five cents to deliver a product which cost only thirty-five cents?" Assuredly not! It is exactly the same as paying a skilled brick-mason a dollar a day and his mud-toting hod-carrier two dollars. To compensate an inferior service at a higher rate than a superior one is distinctly wrong in principle.

In view of the foregoing, it is plain that the middlemen are imposing upon the products of the nation a tax of sixty-five cents on the dollar—a two-hundred-per-cent tax—for an inferior service, requiring no great talent or skill, and worth in reality only five or ten cents.

Here is the true cause of high prices, namely, *paying more than the initial cost of an article for its delivery.*

To supplant this expensive and inefficient system of distribution I have submitted to Postmaster-General Burleson a plan which would enable him to furnish

this service through a postal market in which all sorts of foodstuffs would be handled in standard packages and grades. The charge for this distributive service would be just enough to cover the actual cost of hauling the product from the producer to the consumer, a very simple task, clearly worth not more than five or ten cents on the dollar.

The post-office already furnishes this service, in a limited way, at the very low cost just indicated, selling for three cents a package of envelopes which is sold for ten cents in the stationery stores. At this rate the stationers charge a dollar for a product which the postmaster sells for thirty cents. With the service made general through a postal market, Uncle Sam would handle all sorts of foodstuffs on the same basis as he does envelopes, and you could buy as much food from him for thirty or forty cents as you now get from the tribute-levying middlemen for one dollar.

If you think the monstrous two-hundred-per-cent tax should be abolished in the way suggested, write to Mr. Burleson and ask him to establish the postal market. My plan for such a market is briefly as follows:

A public market would be operated as a sort of clearing house by an official connected with the post-office. Foodstuffs would be handled only in standard packages and standard grades. Many foods are already standardized in this way, namely, oranges, apples, small fruits and berries, milk, butter, eggs, bread, etc. The Department of Agriculture is now developing standard packages for other foods.

The most satisfactory package for vegetables would be hampers holding enough to last a family two or three days. If desired, these hampers could be packed with an assortment of fruits and vegetables as ordered.

ORNAMENTAL PLANTS FROM BELGIUM

The bulk of the deliveries would be made on standing orders in the same way that butter, milk and eggs are now often handled.

Special telephone orders would be taken by the market-master up to a certain hour. These orders would be tabulated and registered on a recording machine, or by a card system, which would show at the closing hour exactly how much of each item would be needed for the next day.

Then the market-master could ascertain by telephone from the farmers in his vicinity how much produce would be available on the following day. This information would be tabulated, also, to facilitate clearing with other postal markets. Then the orders would be telephoned to the farmers who would bring their produce in standard packages to the postal market, whence it would proceed immediately to the consumers C. O. D., along with the regular mail delivery. Any excess or deficiency in the local supply would be taken care of by the county and State headquarters.

Prices would be established scientifically at the State headquarters by averaging the prices submitted by the chiefs of the county organizations. These chiefs, having absolutely accurate knowledge of

the supply and demand, would be in a position to name a price fair both to producer and consumer.

This system would respond instantly to demands, insure freshness of goods, and avoid the tremendous loss incident to the present inefficient and unscientific method of marketing. Furthermore, it would give the producer the full retail price of his truck minus the small delivery charge affixed by the market-master, a charge just sufficient to cover the actual cost of carrying the food from the market to the consumer.

To the opponents of the postal market I would say that the whole history of progress is the history of the opposition to it of the "best people" of the time. In proof of which a single and very appropriate example will suffice.

When shown the first telephone a great financier said, "It might do as a toy for children, but it would be useless as a business factor." He did not dream of the wonderful system of telephone exchanges which have since been developed; hence his foolish statement.

The postal market, or food exchange, will be developed just as the telephone exchanges were. The only thing needed is a Postmaster-General with sufficient courage to start it.

Ornamental Plants from Belgium

SHIPMENTS from Belgium of ornamental plants containing from two or three plants to one thousand plants in each shipment, have been coming into the United States at the rate of about fifty a day, according to the Federal Horticultural Board.

While France sends us more nursery stock during the year than all the other European countries combined, during October and November more ornamental plants came from Belgium than from all the others combined.

France, which sends us much of our imported fruit stock as well as ornamental trees, also continues to ship, the territory where these stocks originate being west of the war zone. The Federal Horticultural Board has cabled the French Government regarding the maintenance

of the inspection service and has received through the French Ambassador information that the service is being maintained. Large importers of French stock have since confirmed this advice.

"Under the existing European conditions," says the office of information of the Department of Agriculture, "there may naturally be expected some irregularity in compliance with our own regulations, and certain leniency may occasionally be necessary, especially where safety can be fully insured by adequate inspection on this side.

"Among the plants that need especial attention in this line are azaleas which come in great numbers from Belgium. Gipsy-moth egg-masses are occasionally found in these plants, but in all cases the plants are rigidly inspected."

New Crops for the South

OUR MEAT SUPPLY MAY BE INCREASED BY THE FAILURE OF THE COTTON MARKET

THE need of diversified farming in the South has long been emphasized by economists and scientific agriculturalists. It has now been brought home to the least reflective by the failure of the market for the staple crop of that section, namely cotton.

In consequence of this disaster the "cotton belt" is now thoroughly alive to the importance of variety in its agriculture. No one knows, alas! how long the war will last, nor to what extent the cotton market will be affected by its aftermath of poverty. It behooves the Southern farmer, therefore, to find crops for which the demand is more reliable, or which will lessen his expense by providing food for his family and his stock.

To meet the situation the Department of Agriculture is issuing a series of special bulletins, and if the farmers follow the advice they give, the failure of the cotton market will have done something to solve another pressing problem, namely the shortage in the meat supply.

The Department has already pointed out to the Southern farmers that there is no section of the country so well adapted as their own to the raising of cattle. It now calls their attention to the advantage of raising pigs, poultry and sheep.

The bulletin on hog-raising recalls the fact that in the corn belt these animals have been known as "mortgage-lifters" almost since the first settlements were made. "In the South," it says, "no less than in the Middle West, hogs can be made a source of meat supply for the home and of income as well. Years of study and demonstration by State and Federal agricultural authorities have shown beyond doubt that hogs may be raised in the South with results fully as profitable as elsewhere."

By virtue of his location and climate, the specialists of the Department find that the Southern farmer is splendidly situated for the production of fowls and

eggs, the mild winters and early springs making it easy to produce eggs at a time when prices are high.

As regards sheep every farmer is advised to keep from six to twelve ewes, thus providing himself with meat for the table and lambs and wool for sale. Only a small outlay of capital is necessary, the bulletin says, to get started in this business.

The Southern farmer is also advised to raise horses and mules.

"The destruction of horses in the countries now at war is enormous," says the Department, "and when peace is declared and for many years thereafter there will no doubt be a great demand for horses for agricultural and other work. The farmer who has surplus horses at that time will be in a position to obtain good prices."

Winter wheat and winter oats are both recommended as useful crops in the South. Wheat, it is suggested, might become as valuable in certain sections as in any part of the country. The individual farmer, however, will have to wait, in some cases, until his fellow farmers are minded to raise wheat before he can do so profitably himself. An isolated grower, unless he produces a carload or more, will find it difficult or unprofitable to ship the grain produced.

An interesting feature of the present situation is that the daughters of Southern farmers who have been members of the garden and canning clubs conducted by the Department of Agriculture have been able to give their fathers practical demonstrations of the value of crop diversification.

The actual value of their products in homes where the cotton crop has not brought the customary returns has so impressed the senior farmers that they are substituting whole acres of onions and tomatoes for the cotton they used to grow.

A little Texas girl named Annie Davis

THE PROPER CARE OF COMMERCIAL FOODS

who was the champion girl farmer of the State last year has been able to give substantial aid to her father, who had raised a cotton crop which he could not sell. She had saved up her money to take a course at an industrial school, but the cotton crisis came along and her money was given to help the family. This young woman, from the funds which she earned last year, has purchased her father a team of horses and a wagon.

The Texas girls are already leading the way in the matter of poultry-raising. One girl cleared last year \$180 from her turkeys and \$338 from her chickens. In addition, being an all-round farmer,

she has made a profit from her garden and canning work.

This young woman's success has evidently made an impression on her father for during the past year he has reduced his cotton acreage one half and has put in vegetable products. These are not for home use alone for he has installed a small home canner and the whole family are going to help in canning the stuff for market.

In Southern Mississippi the girls are canning the big fig crop which formerly was allowed to go almost entirely to waste in many sections, and South Carolina has discovered great possibilities in pimientoes.

The Proper Care of Commercial Foods

I. When Wesson Oil Is Opened

By T. O. ASBURY

Assistant General Sales Manager Southern Cotton Oil Company

[EDITOR'S NOTE—Manufacturers of the higher class of commercial foods take infinite pains to put them in the hands of consumers in the best possible condition. This care begins in the executive offices of the company and follows the product to our kitchen tables. There it must necessarily end. All subsequent care devolves upon the housewife, and between the kitchen and the dining table the product may be ruined; yet the manufacturer is usually judged by its condition when it reaches the dining table, and there the reputation which he has built up at a great expenditure of money, science and time may be ruined or seriously impaired. Since the manufacturer takes so much pains to put his product on the market in good condition it would seem that none could be better qualified to advise the housewife as to its proper care after it enters the home. We have therefore asked the makers of the various foods which have been endorsed by the National Housewives Leagues to tell the readers of this magazine how they should be cared for, and will publish their replies in this department.]

WESSON OIL is a highly refined, delicate, pure, vegetable oil. It is sold only in cans because light spoils any bottled oil, and it keeps perfectly until opened.

When it is opened and before any of the oil has been poured out, the opening in the can should be thoroughly cleaned. It should also be carefully wiped both after and before pouring each time.

This is because air also spoils any delicate oil and particularly when the oil is in a thin film as on the outside of a can; it then oxidizes more quickly.

If all the oil is going to be used within a reasonably short time after opening, it is not necessary to keep it in a re-

frigerator, although it is always advisable to do so. If it is to be kept a number of weeks after opening, it should always be kept in a cool place.

Wesson oil contains a smaller percentage of free fatty acid than olive oil and so keeps somewhat better and longer under the same conditions than does olive oil but it, as well as anything else that is good to eat, deteriorates in time after it has been opened, and the less carefully it is kept, the shorter the space of time required for deterioration. After opening, the outside of the package should be kept very clean and it should stand in a cool, dark place. If this is done, the oil will keep sweet for weeks after it has been opened.*

NEWS FROM THE FIELD

Cheaper Apples for Sioux Falls

HOUSEWIVES OF SOUTH DAKOTA MAKE CONNECTIONS WITH FRUIT GROWERS IN NEW YORK STATE

SIoux FALLS, S. D., Dec. 3, 1914.

THE Housewives League of Sioux Falls has just completed a triumphant campaign for cheaper apples.

Heretofore the only cheap apples we have been able to get out here have been the poor varieties shipped loose in cars from Illinois, Iowa, Arkansas and Missouri. They usually sell at 75 cents a bushel though some were 65 cents this year. Those of us who can afford it usually put in Michigan fruit for winter use at \$4 to \$6 a barrel.

Our merchants say, "New York stuff is out of the question, freight too high," and the box apples they carry for "fancy" trade are from \$2 to \$3 a box.

The Housewives League announced that it would deliver No. 1 New York Baldwins at \$2.60 a barrel.

Wholesalers and retailers said emphatically: "It can't be done; you are stung."

You can imagine how that would scare people. You can imagine also our relief, as well as our glory, when the first car arrived on November 16 and proved far better than we anticipated. Think of a half barrel of perfect fruit not even jammed in packing at \$2.60. Now that we know how to do it we could deliver them at \$2.40, but we allowed for unforeseen expenses.

By the time car No. 2 came in people had learned that our apples were O. K. and we could have sold six cars I am sure. It was too late, however, to handle any more this season.

The New York grower whose name was supplied to us by the National Executive Committee proved to be the right man and we shall deal with him again. We shall also ask for the names of several fruit-growers, as we would like to have a variety of apples next year—

unless in the meantime our merchants decide to get us *good* fruit at right prices.

Besides getting cheaper and better apples, we have also succeeded in getting cheaper and better turkeys.

Just a few days before Thanksgiving our Committee on Produce succeeded in finding a place where we could buy turkeys very reasonably. Before taking advantage of the opportunity we called up our local produce company and asked if they would accept an order for two or three dozen birds. They refused to sell unless we were "butchers, or something like that." We then took orders from our members by telephone and contracted for two coops of live birds.

The price here was 25 cents a pound, except at one shop where it was 23 cents. We paid 14 cents, live weight, with expressage, which brought the price up to 16 cents, and the fowls were the finest ever cooked. It is probable that we will order ten coops instead of two before Christmas, though in the meantime prices may take a tumble.

If you knew the conditions we have to contend with out here you would say it was high time for the housewives to investigate and learn the producers' prices. Our wholesale men are getting rich, but many retail grocers are going through bankruptcy and few seem to be able to make more than a bare living. They do business on a few hundred dollars, buying from day to day and losing a big per cent. on dead-beat trade.

All staples are higher in Sioux Falls than they are in the six other towns from which we have had reports. Sioux City, Iowa, with a population of 48,000, and only seventy miles south of us, undersells us on almost everything. Last fall not one basket of Concord grapes could we buy here at less than 25 cents, but in

Sioux City, with the same freight rates, they sold at 12½ cents. We pay 8 cents a quart for milk in a country overloaded with the best feed and hay. Yet we do not know just what to do about it or how to proceed.

We have no inspectors of weights and measures and have not been able even to find out from the State Attorney what the State law on weights and measures is. The housewives now have their own attorney looking the matter up.

We have just made a successful fight against an ordinance which would have raised peddlers' licenses from \$5 to \$10. A committee of housewives went before the City Commission and begged that the masses of the common people might receive protection rather than the wholesale men. The ordinance was laid on the table.

MARY E. EGAN,
*President Sioux Falls
Housewives League.*

Direct Dealing in Hackensack

HACKENSACK, N. J., Dec. 10, 1914.

LAST February Mrs. Wilbur F. Osler of Leonia addressed the Home Economics Department of the Woman's Club of Hackensack on the work of the National Housewives League. All who heard her felt that this was a movement in which all women should be interested and that they must join it.

The Housewives League of Hackensack was the result. Starting with twenty members we now number one hundred and twenty-four, with others awaiting admission.

One of our most active departments is the Self-help Committee. Through it we have been enabled to buy strawberries,

currants, raspberries, gooseberries, peaches, pears and plums directly from the producer and olive oil from the importers, and we are now contracting for about two hundred bushels of potatoes and twenty-five barrels of apples. The total value of these purchases has amounted to over \$600.

In the near future we are to begin the use of the shop-inspection card. This, we feel, will raise the standard of the shops and serve as the best advertisement the shopkeepers can have.

ELEANOR F. BUSWELL,
*President Hackensack
Housewives League.*

Garbage Removal in East Orange

EAST ORANGE, N. J., Dec. 12, 1914.

WE feel that the recent experience of the Housewives League of the Oranges in securing for the city of East Orange a satisfactory municipal collection of ashes and garbage may be of interest and possibly helpful to other branches, if they undertake any work along civic lines.

The city had a three years' contract covering the collection of ashes and garbage from the curb line for which it paid about \$17,000 annually. A large number of the citizens employed private scavengers to take refuse from the cellars or rear of their premises, for which they paid about \$12 per year, in some cases more, amounting to about \$27,000,

in addition to the taxation for municipal collection.

Many members of our league deplored the condition of the streets under the old contract and begged that we urge the City Council, in awarding the new contract, to advertise for bids to collect from the rear of residences, and also to regulate the private scavengers.

We therefore wrote to the Council, but only received a courteous acknowledgment, our request for a hearing being ignored. We decided to ask other organizations to affiliate with us in urging these improvements and met with instant and enthusiastic coöperation on the part of these societies.

Delegates from thirteen organizations

framed a letter to the Council and our hearing was secured. The result was that all the points we had suggested were embodied in the advertisement for bids. The only adverse criticism of our plan was on the score of expense, as it was thought that the cost of the proposed system would raise taxation to a figure that would be prohibitive.

When the bids were opened it was found that collections from a line one hundred feet back from the curb would cost only \$4,000 more than the old system, and accordingly a contract was made on this basis. It was arranged, too, that when private service was desired the men engaged in it should be properly supervised.

The new system was inaugurated on August 1, and we are now pointing with pride to our streets, which have been freed from unsightly cans at a very small additional cost to the taxpayer and a wonderful saving to many families.

Our treatment at the hands of the city fathers was most kind and considerate. They commended us for our interest in public affairs, and candidates for election to the Council in both parties have since asked our aid and expressed a desire to include in their platforms any suggestions we might make.

This fall we have turned our attention to the question of food exposed for sale and to municipal markets.

Having met with a sympathetic response from the Orange Board of Health in our inspection work, we are going to accept the invitation of the Health Of-

ficer to appoint one of our number a deputy inspector without salary. We have heretofore found ourselves hampered in the work for lack of authority. It is our opinion, based upon experience in inspection, that it can only be carried on satisfactorily with the hearty coöperation of recognized authority as vested in the State and local Boards of Health. At present the number of official inspectors is very limited and the inspections necessarily infrequent. Furthermore we have no satisfactory local ordinances governing the exposure of food, although the State laws are excellent.

We are now investigating the question of farmers' markets. A successful curb market has been in operation over a year in Orange. We are hoping to have it established on a suitable site. Our aim is a good municipal paying market bringing the producer and consumer together. New Jersey in our vicinity is rich in farming lands, and there seems no reason why the farmers should not find a ready market at their doors.

A committee has been formed to meet with delegates from other organizations in the Oranges to ascertain what the people want and if possible to give them a market where the farmer can dispose of his products at a fair profit and where the housewife can purchase good clean food at prices that are not prohibitive, even though her income may be small.

MARY PLUME DOUGLASS,
*Secretary Housewives League
of the Oranges.*

Ithaca's Market a Center of Influence

ITHACA, N. Y., Nov. 27, 1914.

DURING the past year the Housewives League of Ithaca has guarded the market's interests, spread the knowledge of how it was done to scores of inquirers, conducted a spring fly campaign and broken the fictitious local prices on sugar and flour. We are now working for better sanitation and a more efficient delivery service and have many dreams for the future. Just keeping organized seems to be a power in itself.

My city-markets correspondence is nothing short of voluminous. They are certainly coming into their own throughout the land.

I visited Rome last week in the interests of a market for that city, spending the afternoon with the secretary of the Chamber of Commerce and the evening with the women.

RUBY GREEN SMITH,
President Ithaca Housewives League.

Never Questioned

Royal Baking Powder is absolutely pure and wholesome. It is made from highly refined, pure, cream of tartar, an ingredient of grapes. Not an atom of unwholesomeness goes into it; not an unwholesome influence comes from it. It perfectly leavens the food, makes it finer in appearance, more delicious to the taste, more healthful.

Its superiority in all the qualities that make the perfect baking powder is never questioned.

ROYAL BAKING POWDER

Absolutely Pure

No Alum

Buffalo's Campaign for Clean Food

BUFFALO, Dec. 11, 1914.

THE Housewives League of Buffalo has instituted a vigorous campaign to secure the protection of the city's food from flies, rats, dust and other contaminations. Ordinances have been drafted and presented to the city fathers for action which are designed to accomplish these ends, and as little opposition from those engaged in the food business has been encountered the housewives are confident of success.

The proposed sanitary code will make it unlawful for any firm engaged in selling perishable foodstuffs to expose the same without thoroughly protecting them from dust, flies or other insects, and from larger animals, by means of wire screens or glass cases.

It will be made unlawful also for any one who sells groceries, meat, fish, fruit, garden or farm products, cooked or prepared foods, confectionary, or other foodstuffs, to clean or sweep the place where they are sold, or in any manner to create dust or dirt, except with proper precautions to prevent the contamination of such foodstuffs. Such precautions, within the meaning of the section, shall be held to include vacuum cleaning, sprinkling the floors with water before sweeping, the use of dampened cloths in dusting,

and the covering of the foods during the process of cleaning.

The display on the sidewalk of poultry, meats, groceries and baked goods will be forbidden, unless they are protected from dust and flies, and it will also be unlawful for any person or persons engaged in the slaughter of animals to transport the dressed carcasses, or parts thereof, from place to place without protecting them from flies, dust and the weather, by covering with canvas and laying paper or rye straw on the floor of the vehicle, which must, of course, be kept scrupulously clean.

The proposed code also provides for the safeguarding of the city milk supply, requiring inspection additional to that provided by the State, and sanitary handling and distribution on the part of the dealers. If passed, all milk bottles will be steam-sterilized in stationary tubs and machine-capped in dairy-rooms with scientific plumbing.

The proposed code has now passed through eight hearings before the Ordinance Committee and yesterday was ordered printed that it may be submitted next week to the Common Council.

MRS. ARTHUR S. HURRELL,
President Buffalo Housewives League.

LET US REACH EVERY WOMAN IN THE LAND.

From Mrs. Gilbert Gutterson of St. Paul comes a plan for extending the work of the Housewives League which the National Executive Committee wishes to recommend to the special attention of all the branches. It is that every woman's organization of every kind in each locality where a league has been organized should be invited to send a committee to every meeting of the organization and carry back a report. If this plan could be carried out we would soon reach practically every woman in the land, and that, of course, is our aim.

The Housewife's Book Shelf

COOKERY ADAPTED TO THE NEEDS OF
ALL SORTS AND CONDITIONS OF PEOPLE

"Meatless Cookery." By Maria McIlvaine Gillmore, with an introduction by Louis Faugères Bishop, M.D., Clinical Professor of Heart and Circulatory Diseases, Fordham University. Illustrated. 352 pages. Price \$2.00 net. E. P. Dutton & Company, New York.

IT is easy for a physician to say, "Don't eat eggs," or "Don't eat meat"; but to cut out either of these staple articles of diet, to say nothing of both of them, makes a tremendous difference in the fare of most households. The physician needs the help of a dietitian to teach the patient how appetizing and nourishing dishes may be prepared without the aid of foods on which the human race has depended for ages.

In "Meatless Cookery," Mrs. Gillmore has attempted to bridge the gulf between the doctor's office and the kitchen, and though her book is intended primarily for the use of those who stand in need of medical advice, it is one that any housewife can make use of, particularly in these days when meatless cookery commends itself on grounds of economy as well as those of health.

It has been found, Dr. Bishop informs us, in his introduction to Mrs. Gillmore's book, that under certain circumstances the cells of the body become sensitive to the protein element of certain kinds of foods, and that from that time on, as long as this sensitiveness lasts, that kind of food acts as a poison. The only way to limit the damage is to exclude the offending article of food absolutely from the diet. No partial abstinence is of any avail, a little of the offending article being almost as irritating as a great deal.

The things that do damage, it appears, are usually found in the group including eggs, fish, meat and stock soups. In the beginning it may be only eggs, or fish, or meat, that is the source of irritation. In persons very ill with harden-

ing of the arteries all of these things are a source of irritation.

The majority of Mrs. Gillmore's recipes, therefore, omit all of these foods, but at the end of the book are given a few egg and chicken dishes and dishes prepared with the white of egg alone, for the benefit of those who are not compelled to follow the more rigid dietary. All of the recipes, we are informed, are compiled "from the experience of persons who have attempted to restore the health and prolong the lives of members of their family by providing attractive meals which at the same time complied with the requirements of persons who had to consider their hearts and blood vessels."

Cheese occupies a prominent place in Mrs. Gillmore's dietary. She tells us how to combine cheese with rice, beans, macaroni, polenta, nuts, spinach, corn and other vegetables in dozens of appetizing ways. She restores cheese, in fact, to the position it occupied in Jonson's times when it was used as we use meat now, as the *pièce de résistance* of the meal, instead of being relegated to the position of a relish or side dish and reproached for causing indigestion because the stomach will not endure its addition to an already abundant supply of protein.

The book is dedicated, "hopefully," to "all those who are interested in the prolongation of life."

"Eat and Grow Thin." The "Mahdah Menus," with a preface by Vance Thompson. 97 pages. Price \$1.00. Published by E. P. Dutton and Company.

IN his introduction to this book Vance Thompson discourses eloquently upon the tragedy of being fat, a tragedy unre-

(Continued on page 11a)

Advertisements for food supply stores are guaranteed for sanitation only.

Luxurious Economy

Pay less for better things to eat

For Salads

WESSON OIL makes the most delicious salad dressings of every sort—and costs only a third as much as imported olive oil anywhere near so good. Save 60 cents a quart on oil and have salads oftener.

For Cooking

COOKING with Wesson Oil not only makes good things better but takes the place of butter at less than the cost of lard. Save 15 or 20 cents a pound on butter and have better pastry.

For Frying

WESSON OIL stands a high temperature without burning. Fried foods can be thoroughly cooked and yet retain their tempting golden tint. Use the same Wesson Oil over and over. It will not absorb food flavors. Save money and have more wholesome fried food.



30 cents a quart

and in *new* convenient 25c and 50c cans—square screw top cans that fit the refrigerator and pour easily. If your grocer hasn't Wesson Oil send us 25c *and your grocer's name*. With the oil we will send you Mrs. Rorer's Cook Book with recipes for many delicious dishes and useful hints for cooking with oil. Address the Southern Cotton Oil Company, 90 West Broadway, New York City.

Rocky Mountain States and West

WEST of Denver freight rates increase these prices. Send 35c from the coast, 40c from the Rocky Mountain section, for a full quart can. And expect to pay a fair increase over the prices marked on the new square cans.

THE HOUSEWIFE'S BOOK SHELF

(Continued from page 9a)

lieved by any measure of dignity or the sympathy of one's fellows; for the fat man is universally regarded as ridiculous and, strangely enough, few seem to be aware that his condition is not one that is indicative of health.

Yet one had better endure the tragedy, Mr. Thompson says, than try to escape by one of the violent obesity cures that leave the body, shorn of its fat, it is true, but weakened, wrinkled and uncomely.

The true way of escape, we are told, is one that is not violent and which does not involve any undue dietetic sacrifice. We can eat and grow thin, if we only eat the right things, the right things being those that do not contain fat-producing elements.

There is nothing new in this prescription, the only novelty claimed for the "Mahdah Menu" being that they ring the changes on the permitted foods in such a way as to minimize the necessary deprivations. Thus the body is driven to feeding upon its own excess of fat, and youthful proportions are gradually regained.

The average loss of weight by those who follow the regime faithfully is said to be about two pounds a week after the first three weeks, during which time little decrease is noticeable.

"The One Maid Book of Cookery." By Mistress A. E. Congreve. 217 pages. Price \$2.00. Published by E. P. Dutton and Company, New York.

OF the making of cook-books there is no end. The latest contribution to this class of literature follows the modern trend in that it gives not merely recipes, but the principles of cookery upon which all recipes are based. It also tells how to buy the materials for cooking, and how to plan the meals, with due regard for the scientific principles of diet. As its name implies, it is intended for that very large class of housewives who must depend, in the conduct of their domestic affairs, upon the assistance of only one maid. For the novice in housewifery it contains much that is valuable, but is not therefore useless to her of larger experience.

BORDEN'S

GRADE **A** MILK

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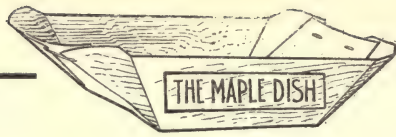
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Housewives League Magazine

OFFICIAL ORGAN OF THE HOUSEWIVES LEAGUE

A National Movement for the Federation of Housewives

VOLUME V

FEBRUARY, 1915

NUMBER 2

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AN IDEAL REALIZED

It is not often, in this unsatisfactory world, that ideals are realized. Most of us are thankful for even a partial or approximate realization. It was less than two years ago when, by courtesy of *Good Housekeeping*, we published this picture of a National Housewives Exchange, and then it represented only an ideal which we had absolutely no means of realizing. We dared to hope for a national home only because we knew we had to have it. To-day it is an accomplished fact. We have realized our ideal, not partially or approximately, but literally. Our Castle in Spain has veritably materialized on West Forty-fifth Street, New York City.

HOUSEWIVES LEAGUE MAGAZINE

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National Headquarters Opened

HOUSEWIVES WILL MAINTAIN CLEARING HOUSE IN THE
METROPOLIS FOR EVERYTHING THAT PERTAINS TO THE HOME

By EDWARD MARSHALL

[EDITOR'S NOTE—By the courtesy of the *New York Times* we are enabled to reprint the following interview with the National President which appeared in a recent issue of that paper. It gives such an accurate and comprehensive account of the work which we propose to carry on at our new National Headquarters that we feel we cannot communicate the details of this enterprise to our members in any better way than by giving them an opportunity to read it. Since the article was written this national home to which we have so long looked forward has become a reality, and a report of the first meeting to be held there appears elsewhere.]

“**N**ATIONAL Housekeeping” was the text of the first comprehensive announcement of the plans and aims of the Housewives League which ever appeared in print. It was embodied in one of those *Times* interviews in which Mrs. Julian Heath presented to the public the beginnings of the vast plan which then was forming in her mind. That was three years ago.

In the fertile brain of this remarkable organizer new plans have grown, far beyond her own earlier imaginings, until, within three years, those words “national housekeeping” have taken on a new significance, a big, almost startling meaning, which seems likely to be fully realized.

Within a few weeks this extraordinary organization, now numbering more than 750,000, and probably almost a million members, will open commodious national headquarters in this city, especially representing the added impulses which seem likely to tend toward the solution of more than one economic problem of the times and likely to have important influence upon some of our fundamental social puzzles.

It is far from improbable that before another year ends the membership of the league will have passed beyond the million mark, and that its influence will have

done bigger things even than it did a year or two ago, when it forced down the price of butter and eggs.

At any rate, it surely will have established a standard which there is every reason to believe will be more definitely effective than that which the Government intended to establish when, in the Pure Foods Act, it provided for the imprint “Guaranteed under” the provisions of the Federal law, a plan which since then has been discontinued.

Three years ago,” said Mrs. Heath, who remains President of the organization, “the League was practically introduced to the world in the columns of the *Times*. It began as a group of seven women. It has become the greatest women’s organization ever dreamed of. It has developed into a vast economic movement, amounting almost to a crusade.

“It seems to be becoming a link between the past, of individual and generally self-sufficient homes, and the future, when homemaking and housekeeping will be done entirely by wholesale.

“I have been called its originator. I am not that. No woman is. It was a necessary and logical development of the time.

“Women had been ejected from their

natural sphere of activity by economic progression. Food production had been taken out of the individual garden spot and pasture and kitchen, where it had been carried on in the past, and transferred gradually into the wholesale manufacturing plant—the packing house, the great bakery, the cannery.

WOMEN HAVE WAKED UP.

“MANY other tasks which once had been ‘housework’ had similarly evolved. Weaving had gone from the household loom into the mill. Dress-making had vanished from the family sewing room and had been intrusted to the shop modistes and ready-made-garment manufacturers.

“In other words, most of the work which women had been doing had been taken from them and they had accepted more or less gratefully their release from responsibility as to its excellence. What had been left in the home had been relegated principally to helpers called ‘servants.’

“It had at last become apparent, however, that the nation was the loser through all this. Even supervision had relaxed. By no means all the sources of supply were unworthy, but many of them were, and the new housewife who had developed during the transition period was inefficient and unable to cope at all with the new conditions. Modern women were not good homemakers or managers; they were becoming mere parasites.

“It is difficult to find excuse for blaming women. They did not know what had happened or was happening. They had begun to yearn for culture, and they had been getting it with an appetite so eager that they gave the greater portion of their time to it, disregarding, in the excitement of the novelty, the loss which they and the nation were suffering because of their abandonment of old activities. That they went somewhat too far in the eagerness of their search is not surprising.

“Now, however, realization of all this has come. I regard the vast growth of the Housewives League as a manifestation of this rather than as the cause of it.

“A few months ago as I was addressing the girls of the State Normal School at Providence, R. I., I became conscious of this. They were potential housewives and they were anxious for information in regard to the new housekeeping. They themselves are not likely ever to make pickles, but they are equally unlikely to take for granted pickles made elsewhere.

“It was plain enough that the grocers with whom these girls will deal will keep their hands out of the pickle barrel—or lose the custom of these girls. It was clear enough that these girls would know what they were purchasing when they went to the baker’s. And they are characteristic of the times. Five years ago this would not have been true of many groups of girls.

LEAGUE SPREADING EVERYWHERE.

“IT has been the growth of this new conception of the woman’s duty, as a housekeeper which has built the Housewives League, and it is spreading with immense rapidity. We have an organization in every State of the Union, and every leader is a brilliant woman, of big and broad conceptions.

“The movement has spread across the boundary to Canada. It is taking root in Japan, where already it is plain that its growth will be rapid. The Japanese are a progressive people. Their letters show that. In Europe it is doing less, but before the war began we had had many letters from the far side of the Atlantic. One, by the way, came from Germany, and reached us, although it was addressed to the ‘Frau Manager of the Egg Fellowship of Housewives, New York.’

“The *Texas Bulletin* reached me today—its first issue. It phrases the object of the League very well. It says: ‘The League is educational, defensive, and constructive. The housewife must eliminate waste, she must learn to buy economically, she must learn values.’

“In the East, through this organization, generally speaking, she has already done that. She has taught the commercial food handlers of America that women are their customers and must be

NATIONAL HEADQUARTERS OPENED

reckoned with. She is gradually doing just that everywhere.

"In every State of the Union one will now find women—housewives in the broader sense—upon official food and market commissions, members and leaders in agricultural societies, in touch with and upon the membership lists of Grange committees. A woman is the First Vice-president of the New York State Agricultural Society. It happens that I'm that woman, but that is not a personal

much opinion concerning the home and the things which, under the changed conditions, are sent into the home from outside.

"The wonderful thing to me has been the frankness with which women have admitted that they no longer are competent housewives and the energy with which they have set to work to remedy the fault. In three years they have achieved the closest and most salutary touch with the manufacturers who have



Photograph by Jessie Tarbox Beals.

A BUSY DAY AT HEADQUARTERS. MRS. FULTON AND MRS. CHAMBERLIN AT THE TABLE, MRS. HEATH STANDING AT THE RIGHT, MISS BOSSONG STANDING BY THE PILLAR.

matter—it is the recognition of the Housewives League that is important. The society wanted a housewife among its officers. A few weeks ago I went to speak at the Minnesota State Fair, and found that Housewives' Day had been established as a permanent institution.

"All the State reports recognize the housewife's importance. Women are now upon the Weights and Measures Commissions of many States; they are included among the factory inspectors and food inspection officials almost everywhere. The League has become a natural clearing house for all information and

taken their places as providers for the family table.

"They now are upon the verge of achieving similarly close touch with the business men who have taken their places as weavers, dressmakers, gardeners, and all the other individual workers of the older times.

"In this coöperation will lie, I think, the most important development of the coming years. Already both sides are finding it a pleasant and an advantageous thing. The tradesmen and the manufacturers were forced to enter the combination. Many, if not most of them, entered



Photograph by John Farnum

JUNIOR LEAGUERS LEARN TO MAKE PURE CANDY IN THE MODEL KITCHEN UNDER THE GUIDANCE OF MISS EMMA BOSSONG, THE LEAGUE'S DOMESTIC SCIENTIST.

it against their will. But now they know that they have gained by it.

"They will gain more by it. It will not principally reveal fraud, although it will do that. Its principal service will be the wiping out of misunderstandings. Through education it will reform many a producer whose sins have been due more to ignorance than to viciousness; through education, also, it will reform many a housewife who has allowed herself to be an 'easy mark' and thereby sinned.

"It now seems that we are ready to go a step further. It will be a very important step. It will make national housekeeping one of the most important subjects of the time, and this movement toward it must be recognized as one of the most notable movements of the time. Indeed it is destined, I believe, to be one of the most notable educational movements the world ever has known.

"We probably have passed the time when food consumers and food manufacturers will fight as enemies before the Legislatures and elsewhere. Neither party really gains by that. Both sides have found that it is more efficient to coöperate than to combat.

"We housewives are learning, for example, that we don't have to fight the

manufacturers of or dealers in impure food. That was destructive. The constructive and far more effective course is to coöperate with the manufacturers of and dealers in pure food.

GREAT MACHINE ESTABLISHED.

"**T**HAT is, by demanding pure foods and making certain, through our organization, that we get them, we shall automatically make unprofitable the business of the manufacturers of impure products. So now, having organized the women and made them a power, we also have learned how best to exercise that power.

"A great machine has been established, and in three years there has not been a single criticism of any of its accomplishments. Our campaign for clean flour and against muslin bags through which dirt could penetrate won. Our egg campaign won. Our clean-grocery campaign won, and others won.

"So that we are ready for this next step, and after we have taken it the source of supply, the middleman, the retailer, and the housewife will be all united in a great plan for good housekeeping, and good housekeeping will mean economical housekeeping.



Photograph by John Farnum.

THE MOST IMPORTANT PART OF THE LESSON IS THE TESTING OF THE CANDY, BUT, THE PRACTICE OF DOING THIS WITH GLOVED FINGERS IS NOT RECOMMENDED.

"In the old days all these agencies were on one farm. It produced, it delivered its products to the dwelling; there they were prepared, and there they were consumed. The farm was self-sufficient.

"That time has passed. It was a retail plan. The new plan is wholesale and in the largest sense, but that is not a reason why women should be eliminated from it. It is another reason why they should make an effort to understand it and should manage it.

"So we are at work on the establishment of the three-linked chain, or, better still, of the circle.

"It was the gaps in the old plan which caused all the trouble. We have discovered what to the muckraker will seem the astounding fact that the great food producers and most of the small ones, in the main, are honest men, anxious to give value for the money they receive; even those who have been careless of this in the past hasten to fall into line as soon as they discover that there is a general ability among women to detect bad values.

THE HOUSEWIFE'S CLEARING HOUSE.

"THE League, as soon as it opens its national headquarters, will be in a position to efficiently discover and esti-

mate bad values and to appreciate and acknowledge good ones.

"It has taken a whole floor at 25 West Forty-fifth Street, and it is to admit manufacturers to membership, for which they will pay a fee, just as housewives have paid a fee for entrance. Inasmuch as the League is purely a membership organization, with not a salary to pay to any one, or one which possibly can be paid, under its charter, there is no danger that through this anything unworthy can creep into it.

"The 100 by 100 feet of floor will give space for various departments. There will be a kitchen for the demonstration and preparation of foods and for the instruction of members in food values and the merits and demerits of proprietary foodstuffs, which will be analyzed and, when found unworthy, condemned, as when found worthy, commended. All tested foods will be purchased in the open market.

"In the general division of the remaining space will be writing desks for out-of-town members to use while visiting New York, and in the auditorium demonstrations will be given, not only for the benefit of members of the league, but for any women wishing to benefit by them.

This will also be available as a free meeting place for women's clubs or any organization in which women are working along economic lines.

"There will be a large rest room, and in the library all the best books on home economics, all the magazines of especial value, and all the laws bearing upon the problems of the home will be available. Here, too, the newer organization, the Junior League, of obvious nature, will have its headquarters.

"We hope great things for our auditorium. Lectures will be given in it every day, and perhaps every hour of every day. They will cover a wide range. The domestic labor problem will be among the most important to be discussed, and it is the earnest hope of the League's leaders that something approaching a solution of this most vexing matter may gradually grow out of the League's new activities.

"The Housewives League committees will meet here at intervals to be decided upon, studying food qualities, legal weights and measures, coöperation with retail dealers, publications on homemaking, domestic science, sanitation, agricultural production, prices, housefurnishings, household utensils, domestic architecture, home art, ready-made clothing, domestic employment, domestic science in schools, and the thousand and one other topics which all form a part of the new and bigger housekeeping.

"To the American fashion movement, which has made such headway since the outbreak of the European war, we will give our most serious attention. We hope it will very greatly develop the ingenuity and artistic sense of American women as well as tend toward stopping a vast waste and curbing an incredible extravagance.

"This, it seems to us, is along the broader lines which we legitimately have won the right to labor upon. At first we needed to consider food, and in order to consider it carefully enough we had to give to the consideration all our time. But there are many things in housewifery which are in no way connected with food. We shall try to go to the bottom of many of them.

"That the producers and the merchants

are so willing to coöperate with us is proof of the power of our organization, not only to chasten the improperly inclined, but to secure the help toward mutual development of the really progressive and honest.

MERIT IS WHAT COUNTS NOW.

"NO manufacturer will exhibit with us who does not know that the mere fact that he exhibits will subject his goods to the closest scientific scrutiny. They must be of high quality in order to get in and they must remain of high quality in order to stay in.

"It is plain to us who come constantly into contact with the sources of domestic supply that the whole psychology of American business has changed during recent years. Merit is now what counts, and this is largely because organized womanhood has insisted that it must be so.

"This brings me to consideration of what seems to me to be the very dangerous 'Made-in-American' slogan, which recently has been given voice as one of the results of the European war.

"It is patriotic to support goods made in the United States; it is essential that we do not permit the unscrupulous to use this patriotism as a cloak for bad quality.

"And now we must consider the necessity for some guarantee to take the place of that which the United States Government for a time authorized, but which it now has withdrawn.

"The 'Guaranteed Under the Food and Drugs Act' did not accomplish the results which it was intended to accomplish. It meant that the manufacturer had filed a paper saying that he had complied, in his product, with the requirements of the law, but no investigation of his claims was made. It merely meant registration.

"Now, what can be done which really will be serviceable? No one can guarantee except the consumers, and here, in the Housewives League, is an organization of consumers which will guarantee only after an actual chemical investigation. That will be one of our great future services.

"We will say that a woman comes to headquarters and asks about baking pow-

der. She will be referred to the woman in charge of ascertained facts about all baking powders—and that woman will know. In a few years, we think, no manufacturer will be making baking powders which will not pass her test.

OTHER PROBLEMS TO SOLVE.

“A NEWER field of investigation includes fabrics. There has been much talk about adulterated foods. As a matter of fact, we are spending almost as much for adulterated fabrics as we are for adulterated foods.

“‘Loaded’ silks have been common on our market. This evening I am wearing silk that was a part of my great-grandmother’s wedding dress. Few girls three generations from now will be doing anything like that. Their great-grandmothers’ dresses will have disappeared. Present-day silk won’t last. But perhaps the silk of to-morrow will be equally good, because we shall have watched it and insisted on it—we, the women who spend money for silks.

“And there are things other than adulteration against which we shall battle. For one example, we shall fight chiffons. The high cost of living is due in part to waste of money upon fabrics which will not wear.

“A woman on the East Side told me not long ago that her daughter had been ruined by twenty-nine-cent silk stockings and cheap laces. Good ones could not be manufactured at the price, and this manufacture of unworthy cheap goods is as much to be combatted as the manufacture of unworthy high-priced goods.

“At the new headquarters of the League the matter of value and economy in clothing will be considered with as great care as is given to food.

“Household utensils need investigation, too. There are those which are badly made and those which are well made; there are wasteful implements and economical implements. They can be classified by tests, and these tests must be made by some one. We shall be the agency to make them.

“Following along this line of thought we are naturally led back to the consideration of the domestic service problem. I

wish I need not use that word ‘service’ at all.

“We shall not use it in the future, I think. We shall refer to and think of this matter as the problem of domestic employees, and when we really begin to do that we shall have gone a long way toward solving the whole problem. We want domestic employees to become members of the League.

“The woman who cooks for hire is no more a servant than the girl behind the counter of a shop, or the man at the bookkeeper’s desk, or the expert at the throttle of a locomotive. She is an employee. That is a better and a truer word.

“Already we have enrolled many domestic employees as members, and the older members, the employers, are as delighted as possible over the departure. There really never has been a household ‘servant problem’ any more than there has been a servant problem in the steel industry or the transportation business.

“It is a labor problem. By making employees members of the League, urging other League members to give their employees opportunities to become efficient, and teaching in the League schools expertly and cheaply what employees should know, we hope to accomplish a real metamorphosis.

THE EMPLOYEE HAS BEEN NEGLECTED.

“THIS matter of educating domestic employees has been sillily neglected. All the work which has been done in the way of domestic-science education, even the work of our own League, has been for the employer, not for the employee. The natural result is that our kitchens are immensely inefficient.

“Many manufacturers are handling with minute and intelligent care the products which they sell, but these same products are handled with carelessness and inefficiency as soon as they reach our kitchens, much of the good work of the manufacturer, even some of his cleanliness, being thereby nullified.

“One concern spends hundreds of thousands of dollars annually to keep its product, crackers, dry and crisp until sold. The domestic employee may nullify all

the good results of this enormous expenditure with a very little carelessness after the product has passed into her custody.

"Vast and splendid ingenuity and immense sums of money are expended annually in the creation and manufacture of new domestic implements. If an employer gets them for her employees they very likely never will be used—for the very best of reasons: the domestic employee will not know how to use them and there is no one to help her learn. That is work for the League, isn't it?"

"I remember buying a washer and giving it to the woman in my kitchen. Later I saw it covered with dust.

"'Annie, you don't use that, do you?' I inquired.

"'What! use that silly thing?' she answered. 'Not while I've got my two hands.'

"She didn't know how good it was and there had been no one to teach her.

"Thousands and probably tens of thousands of dollars have been invested by housewives in appliances which their employees never use. This is the worst kind of inefficiency and waste. No manufac-

turer buys machinery which his employees do not use; but they have had a chance to learn how to use that which he supplies, while ours have not had such a chance.

"So there will be another of the activities of our new enterprise—teaching the domestic employee how to be efficient and teaching the domestic employer to realize the necessity of this.

"We are going rather generally into education. Meetings of the principals and teachers in both public and private schools will occur in our assembly room; we shall have conferences on infant-feeding and general dietetics; we shall consider price maintenance and table waters, refrigeration of household supplies and how to weigh and market.

"One good conference which we have in mind will consider what effect cash payment to grocers and one delivery of groceries a day would have upon the cost of living. Grocers tell me that it might reduce it considerably, because credit accounts and expensive and elaborate delivery services represent a large share of the cost of conducting their businesses."



Photograph by Jessie Tarbox Beals.

MRS. HEATH AT HER DESK AT HEADQUARTERS.

The Art of Buying Meat

IRRATIONAL DEMAND BY CONSUMERS HELPS
TORAISE THE PRICE OF ANIMAL FOOD

By MARY E. McOUAT

THE new headquarters of the National Housewives League was opened most appropriately on January 4 with a demonstration of meat-cutting.

It was the rise in the cost of living that brought the Housewives League into existence, and in animal products—meat, butter, milk, and eggs—that problem has reached its high-water mark of difficulty. It was therefore eminently fitting that the first of the numerous lectures on the new housekeeping which have been planned for the first season in the League's national home should deal with the subject of buying meat economically.

This subject is more closely related to the cost of meat than most people probably imagine. Experts agree that as a class Americans buy meat in such an irrational way as to add very greatly to the cost of this particular food stuff. The retail prices of beef cuts are determined chiefly by considerations other than their food value. Tenderness and convenience in cooking take the lead among these conditions, but flavor is a lesser consideration than might be imagined, some of the most expensive cuts, like filet of beef, being comparatively flavorless.

To such an extreme has this capricious choice of meat cuts been carried that the loin and ribs of a beef carcass, forming about one-fourth of its weight, represents nearly one-half of its retail cost.

So great, in fact, is the difficulty of disposing of the cuts supposed to be undesirable, though in fact many of them are more nutritious and of finer flavor than those more in demand, that many butchers have ceased to buy whole carcasses, and the housewife who knows the value of

the unpopular cuts cannot get them when she asks for them.

THE BUTCHER SUFFERS TOO.

IN a report of this demonstration published in one of the newspapers, it was said that the housewives were learning to "foil rapacious butchers" but the butcher suffers from this general ignorance quite as much as the consumer. The high prices he is obliged to charge for a portion of the carcass, because the public refuses to buy the rest, are not at all good for his business.

In a country where the expenditure for meat is nearly a third of the expenditure for all other foodstuffs, a better understanding of this subject on the part of the consumer is urgently necessary, and that the consumer is more than ready to be taught was amply proven by the success of the meat-cutting demonstration.

On the morning of the lecture the assembly hall at No. 25 West 45th Street presented a very strange appearance. Sides of beef and mutton swung from the ceiling and later, when the cutting began, they dripped a little blood upon the floor. A genuine butcher's block had been installed, and three white-robed butchers with gleaming knives were in attendance. It was not a scene which would ordinarily have been planned to attract the fair sex, but the large audience which assembled to witness the performance and the extreme interest with which it hung upon the words of the demonstrator showed that the Housewives League had, as usual, put its finger on the pulse of the times.

Theodore Carlewitz of the Richard Webber markets, who demonstrates at Teachers' College, Columbia University, and other places where educational work in Domestic Science is carried on, did the

talking, while two assistants cut up the meat.

UNEXPLORED TERRITORY.

A SIDE of beef was found to be something of a mystery, and in order to follow the speaker the women were obliged to study diligently the colored charts which had been distributed to them.

A side of beef, by which is meant a half, the carcass being divided exactly in the middle through the back bone, is divided roughly, Mr. Carlewitz explained, into five parts. The forequarter comprises the chuck, the ribs and the plate, and the hindquarter consists of the loin and the round.

The chuck is the largest division in the forequarter, covering about half of it. The "ribs" so-called, constitute about half the area and considerably more than half the weight of what is left, but by no means include the whole of the actual ribs. They are only the upper part of the first nine or ten ribs. The lower part runs into the plate, and the other ribs are in the chuck.

The whole chuck is known to butchers as the "straight chuck," the upper part, above the horizontal line shown in the diagram, is the "short chuck."

The part of the short chuck which contains the ribs may be used either for steaks or roasts according as it is cut. Mr. Carlewitz recommended it for both purposes.

"But is it good?" queried the audience.

"A No. 1," responded the demonstrator. "It has not the flavor of porterhouse or sirloin, but it is more nutritious."

The price of chuck steaks and roasts at the time the demonstration was given was 19 cents a pound for steaks and 16 cents for roasts.

To the left of the chuck steaks on the diagram is the top chuck which, with the bone removed, was recommended for pot roast. It sells at 19 cents a pound, or did at the time of the demonstration, which qualification must naturally be made in the case of all the other prices quoted.

BEWILDERING NOMENCLATURE.

THE word "top" in connection with cuts of beef relates, by the way, to the position of the meat as it lies on the block and

not to its location in the carcass. The top chuck happens to be at the top of the carcass, but the top sirloin, it will be noted, is at the bottom.

The neck is commonly used only for soup, but people who have to count the pennies make soup of it first and pot-roast it afterward. The greater part of the neck sells at 17 cents a pound, but a part called the yoke, because the yoke, if the animal had ever worn one, would have rested upon it, brings two cents more a pound because of the absence of bone. The neck without the yoke is called the "short neck."

The most important cut in the lower part of the chuck is the crossrib, so-called because it lies across the ribs. It contains no bone except a bit of the leg joint weighing four or five ounces, and sells in the whole piece at from 20 to 22 cents a pound. Cut into steaks it costs 25 cents a pound.

A FINE PIECE OF BEEF.

THE crossrib is a very fine piece of beef, Mr. Carlewitz stated, being very tender and juicy.

"The steaks, if you get the first cut, are better than round," he said, "and cost just the same."

"But how are you going to be sure that you are getting that cut?" queried an auditor.

"See the whole crossrib," answered the demonstrator.

"But if you order by telephone," persisted the questioner.

"Ladies, don't do it," advised Mrs. Heath, when the laughter had subsided.

Mr. Carlewitz insisted, however, that if the housewife knew what she wanted she could get it even over the telephone. If one wanted to be economical, however, one would buy the whole crossrib, he said. It weighs about fourteen pounds and will provide two fine steaks for the first day's dinner and an equally fine roast for the second, while the remainder will make soup on the third.

THE BRISKET.

THE brisket, selling from 12 to 14 cents a pound, is used usually for corning, but when raised from the bones

THE ART OF BUYING MEAT

it makes an excellent pot roast at 24 cents a pound. It is then called the brust deckel, or breast-cover. It is regarded as a wasteful piece, because it contains so much fat, but as much of this is mixed with the flesh, it is juicy and well flavored. Meat streaked with fat is always juicy and finer in flavor than solid lean, the demonstrator explained. The brisket weighs about 22 pounds and "sheds," in technical language, about five pounds of fat.

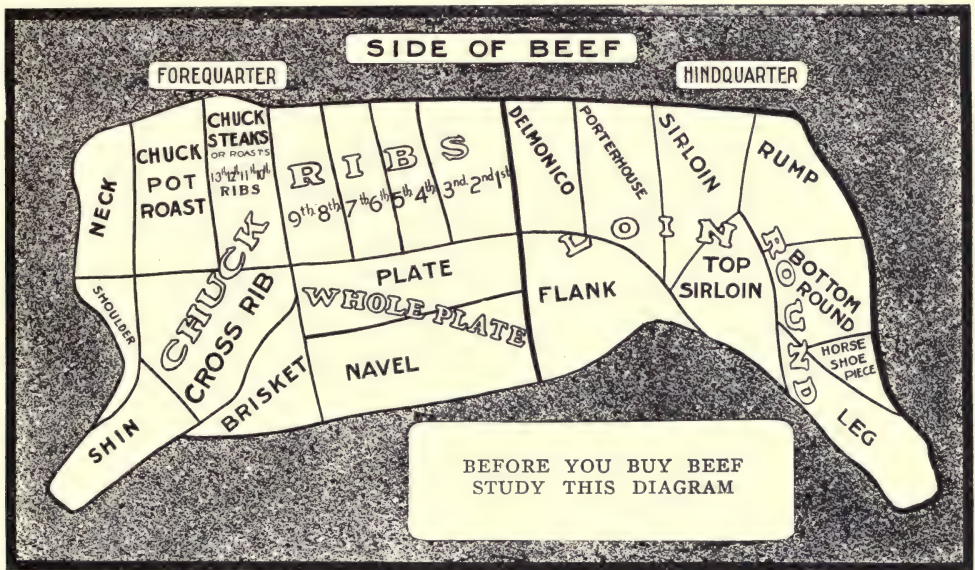
"There is nothing better for corning," said the demonstrator, "and there is nothing better for rendering than bris-

pound. It is coarse in texture and is used for soup or stew.

The shin is the fore leg, but for some reason butchers never speak of it as such, while the hind leg is spoken of simply as the leg, as if there were no other. The shin is considered to be the best cut for soup, and sells at 9 cents with the bone and 17 cents without.

AN EXPENSIVE HABIT.

THE "ribs," technically speaking, are considered one of the choice parts of the beef carcass, and the first cut including the first two or three ribs is



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ket fat. Cottolene is made from it because of its fine flavor."

At this point someone asked for a recipe for corning, and Mr. Carlewitz supplied the following:

Dissolve enough table salt in water to float a potato, allowing to every hundred pounds of salt a quarter of a pound of saltpetre. Immerse the meat in it at a temperature of thirty degrees, and let it remain, always holding the temperature, for ten days in the case of plate and twenty days for a thick piece. As the pickle loses strength during the first five days, enough salt should be added at the end of that time to again float the potato.

The shoulder sells for 19 cents a

called for by ninety persons out of every hundred who have the means to get what they regard as the best.

"There is no reason for this," said Mr. Carlewitz, "except the habit of ordering the first of everything. The second cut is just as good and two cents a pound cheaper. At the present time it sells for 22 cents, while the first cut is 24 cents."

As the cutters went in toward the ninth rib, it was found that the price of the cuts, each one including two ribs, decreased at the rate of two cents. This, the women were told, is because the "eye," or wide part of a rib cut, gets wider and coarser as the ribs approach the shoulder. The farther meat lies from

the bone the coarser and tougher it is, because it has been more used for muscular purposes during the animal's life. For the same reason, however, it is more nutritious, and often has a better flavor. There is no appreciable difference, however, in these respects between the first and second rib cuts.

The ninth and tenth ribs are sometimes used for what are called inside and outside roll roasts, the meat being taken in one case from the inside of the bone and in the other from the outside. The first sells at 25 cents and the second at 18 cents, and both are economical cuts, as they contain no bone or waste, five pounds being equal to about eight pounds of ordinary rib roast.

These roasts are sometimes called Boston or Newport rolls, and the demonstrator stated that the outside roll was often made from interior beef. The outside roll is naturally tougher and coarser than the inside, as all outside muscles are more used than inside ones, for which reason Mr. Carlewitz recommended it for pot roast. The inside roll, he said, was as tender as porterhouse.

The plate is divided into the plate proper, containing the rib ends, and the navel, and both parts are used for corning. The navel, like the brisket, contains a great deal of fat, and for this reason is wasteful but finely flavored.

The first cut of the plate is used for both soup and pot roast and sells for 17 cents, the remainder, which is fatter and coarser, selling at 12 cents.

A rather unfamiliar cut of the fore-quarter, but one which appears to be worthy of being better known, is the "skirt" steak. This is the animal's diaphragm, separating the heart, liver and lungs from the intestines. It weighs about a pound and a half and sells at 18 cents a pound. Skinned and scored, it makes a delicious steak, Mr. Carlewitz said.

FAVORITE CUTS.

THE loin is the choice part of the hind-quarter, the upper part containing the Delmonico, porterhouse and sirloin steaks or roasts. The lower part is divided into the flank and the top sirloin.

The butcher begins to cut the sirloin at

the upper right hand corner, as shown in the diagram, and that gives us "short" steaks weighing from a pound to a pound and a quarter. These are in great demand, not only because of their flavor and tenderness, but because they are just the right size for a small family.

After the short steaks comes the round-bone sirloin, which is less wasteful than the flat-bone and three cents cheaper because it doesn't contain so much of the tenderloin. The flat-bone sells for 25 cents a pound.

The Delmonico steaks have a smaller tenderloin than the porterhouse and sell for two cents less a pound.

The hip-bone steak has a larger tenderloin than any steak in the loin, but is hard to sell at 20 cents a pound. This is partly a matter of appearance. The bone is so large that it has to be cut out, and this leaves a steak which is ragged and unattractive in appearance. The cut is also somewhat wasteful, as the ragged ends have to be trimmed off.

A club steak is a porterhouse with the tail and tenderloin removed and cut about two inches thick. It sells at 50 cents a pound, and few butchers cut it, as it is essentially a hotel cut. The hotel has ways of using up the parts that are trimmed off while the butcher has not.

FILET OF BEEF.

THE filet is the tenderloin and costs 50 cents a pound, if one takes the whole filet, and 60 cents in cuts. If one buys it as part of a porterhouse roast, however, one can get it at 25 cents a pound. A filet mignon is simply a small cut of the filet weighing about a pound. It is much less nutritious and has much less flavor than many less popular cuts, the demonstrator stated, and is very far from being worth what is paid for it.

The flank is divided into two parts, the outside, at 14 cents a pound, being used for steaks and the inside, at 19 cents, for steaks and roasts. The flank fat is the best for rendering, being softer than suet. It is used for making oleo oil and costs the same as suet, 9 cents a pound. An inside flank steak, split in two, larded and rolled, was recommended by the demonstrator as a very choice morsel.

THE ART OF BUYING MEAT

The top sirloin (bottom in the diagram) is used for steaks, beef *à la môte*, pot roast or oven roasts. It is much used in hotels for steaks and roasts and roast-beef sandwiches. Its price is the same as the crossrib and its flavor is better.

The round, or remainder of the hind-quarter, comprises the rump, the bottom round, the top round, the horseshoe piece and the leg.

The rump is used ordinarily for corn-ing only and has three cuts, the sirloin, at about 18 cents a pound, the center cut at 19 cents and the round end at from 3 to 4 cents a pound more than the center. The round end is in greatest demand. It sheds the least bone and when fresh makes a good pot roast.

The top part of the round is cut into steaks at 25 cents a pound and the lower part into pot roasts. The top round is the best cut for beef tea or scraped beef. As part of the leg, the muscles, though on the inside, have been much used, and the cut is therefore more nutritious than the more tender inside cuts. It also contains a larger proportion of gelatin.

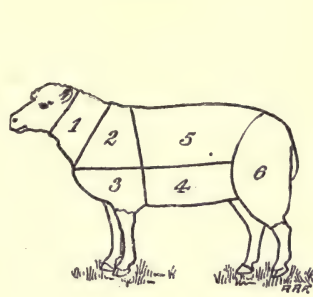
The horseshoe end is not shaped like a horseshoe and nobody seems to know why it is so called. It has no bone but is full of sinews and is not sold for anything but soup. It costs 19 cents a pound.

The leg is also a soup cut, the whole leg, from ten to eleven pounds with the bone, selling at 9 cents a pound. Without the bone it is 17 cents a pound. Small families buy from one to five pounds and are usually allowed half a pound of bone free.

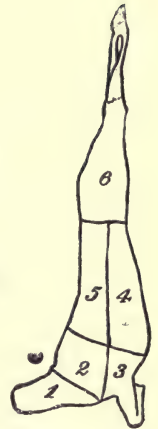
LAMB AND MUTTON.

SIDES of lamb and mutton followed the side of beef on the centre of the stage, and the burden of the demonstrator's remarks upon them was, "Don't buy in small quantities, if you need to save money."

"At the present time," he said, "you can buy a whole hindquarter of lamb, about 10 pounds, for 18 cents a pound, and you will thus get all the loin chops for which you usually pay 26 cents, or more, at that price. If you want to buy the whole side—about 20 pounds—you can get it for 16½ cents a pound and



1. Neck.
2. Chuck.
3. Shoulder.
4. Flank.
5. Loin.
6. Leg.



CUTS OF LAMB AND MUTTON FROM A DIAGRAM PUBLISHED BY THE U. S. DEPARTMENT OF AGRICULTURE.

your butcher will be only too pleased to keep it in his ice-box for you and let you have the various cuts as you want them. He has the ice-box and might as well use it to secure a satisfied and regular customer."

Those mysterious terms, crown, rack and saddle, the demonstrator explained as follows: The rack is the ribs. Two racks of lamb arranged in a ring, with the ribs "frenched," makes a crown roast of lamb, so called from its resemblance to a royal diadem. Two loins of lamb or mutton makes the English saddle.

To distinguish lamb from mutton was found to be quite a simple matter. The bones of the lamb are full of blood, and one can see their pink tinge even through the skin. When broken or cut the difference is very evident. Lamb bones, too, can be broken, while those of a full-grown animal can only be separated at the joints, unless they are sawed through.

So great was the interest in this meat-cutting demonstration that it was repeated a couple of weeks later. It was the first in a series of marketing lessons, the other subjects in the course being fish, poultry and general marketing. Reports of all these lectures will be given in the next issue.

THE COOKERY OF LAMB.

A LECTURE on the utilization of the various cuts of meat was given a week after the meat-cutting demonstration and

included the following suggestions for the utilization of a forequarter of lamb:

The Neck: This can be used only for stews in various ways. The chief manner is to have it cut into pieces and boiled with salt, pepper, onions, turnips and carrots, the sauce being thickened after the meat has been sufficiently cooked, with a little flour mixed with water. After the flour has been added the sauce should be allowed to boil very slowly for ten minutes, being carefully stirred so as not to scorch or burn. Lamb stew should always be skimmed while boiling until it is ready to serve. For another stew cut up the lamb and place it in a frying pan with about three ounces of lard, fry until a brown color; then let the liquid drain off and put the lamb in a vessel with a small can of tomato extract and two cupfuls of water, seasoning it well and skimming the surface occasionally. Add also a large onion and carrot. Serve with vegetables or boiled rice.

Shoulder of Lamb: This should be boned, rolled and tied, ready for roasting or potting. It should be rubbed well with salt and pepper and placed in either a potting or roasting pan; then add raw, peeled potatoes, onions and pieces of raw celery and about two cupfuls of water. Baste it occasionally as it cooks so that it will make its own gravy. Peas and other vegetables may be added when it is served, or it may be served with mint sauce and a salad.

Breast of Lamb: Breast of lamb may be used like the neck for stews, or like

the shoulder for roasting or potting. It may also be treated as follows: Take the lamb bones which the butcher will take off the forequarter for you, and put them in a vessel with the breast, one onion, one large carrot, salt and pepper. Skim the broth occasionally, and when the meat is thoroughly cooked, extract all the bones so as not to cut into the meat. Press the meat between two large plates with a slight weight on the top plate so that the pressure will be even, and leave it until it is cold. Then season it well and either roll in bread crumbs and broil, or roll in flour and fry in a frying pan with hot lard. Serve with salad or any vegetables. To the broth add some barley or rice, either previously cooked or not. Cut up the cooked carrot and add it with seasoning to the soup.

The Rack: As the rack contains the lamb chops it is the part of the animal most used. Lamb chops may be used in various ways, either broiled, fried, or breaded and cooked in the same manner, garnished with peas or any kind of fresh or canned vegetables or salad. The rack whole, after being prepared by the butcher, may be roasted or potted. For this purpose season it and add raw peeled potatoes, onions and pieces of raw celery. Baste it occasionally when cooking so that it may make its own gravy. Serve with peas and other vegetables, or with mint sauce and a little green vegetable salad.

These recipes were furnished by the same firm that conducted the demonstration.

German Housewives Mobilized

THE German newspapers are giving much attention to a movement which they call the mobilization of the housewives.

Many public appeals have been made to the housewives of the country to aid the Fatherland in its extremity by economizing the food supply, and the National Women's Service in Berlin is giving daily lectures for their instruction.

According to a cable to the New York *Times*, ten huge meetings were held in Berlin on one day for the purpose of im-

pressing upon the housewives the seriousness of the situation and the responsibilities of the kitchen in time of war. The various public buildings requisitioned for the purpose proved insufficient, it is stated, to "accommodate the enormous crowds of women anxious to be instructed in a way to face the coming terrors in the home." Recipes for meatless cookery were given, and famous professors and society women were among the speakers.

Come To Headquarters

It Is the Housewife's Club and
Every Homemaker Is a Member

NOW that our dream of a National Home has become a reality, we want every housewife in the land to feel that it belongs to her, whether she happens to be a member of the League or not. It is the Housewife's Club and every homemaker in the land is welcome to its privileges.

There is a rest room where you can read, write, rest, and make appointments to meet your friends. Come and use it.

There are going to be lectures by experts every day and several times a day on everything relating to household economy, and already we are having them three or four times a week. Come and hear them.

There are talks for the Junior Leaguers and lessons in candy-making and simple cookery every Saturday afternoon. Bring or send your children.

The foods, domestic equipment and other things which the Housewives League has endorsed are on exhibition. Come and see them, and ask our Domestic Scientist to tell you all about them.

There is a model kitchen where you are sure to get some idea to make your own domestic machinery run more smoothly. Come and see it, and let the demonstrator tell you all about it.

The housewife has three problems to consider: housing, clothing and feeding. In our lectures and exhibits we offer you the newest and most practical ideas about all of them. Come and get them.

Don't forget the address: No. 25 West 45th St., New York City.

New York City Teaches Marketing

MAYOR'S FOOD SUPPLY COMMITTEE CONFIRMS
THE LESSONS OF THE HOUSEWIVES LEAGUE

THE Food Supply Committee, appointed by Mayor Mitchell of New York City to meet the emergency arising out of the European war, is doing work which would be very useful even if there were no such emergency and which may have far-reaching results.

It has not been able to accomplish the difficult task of adding to our food supply, or reducing prices, but it is teaching the people how to make the best use of such resources as they have. The Housewives League, ever since its organization three years ago, has been engaged in teaching similar lessons, and welcomes this cooperation.

The committee has issued five bulletins on how and what to buy, and through the medium of the public schools they have been very widely distributed, the work having been done with the cordial cooperation of the Board of Education and its president, Mr. Thomas W. Churchill.

The bulletins are written very simply and concisely so that the youngest housekeeper can understand them and the little girls who were asked to convey them to their mothers, and who often are housekeepers themselves to a greater or less extent, were much interested in them.

Members of the Housewives League will not, perhaps, find much in them that is new, but a good thing will always bear repeating, and we accordingly reprint the bulletins nearly in full.

As stated in a previous issue, Mr. George W. Perkins is chairman of the Food Supply Committee and Mrs. Julian Heath is a member of it. It is interesting to find that every position taken by this committee had already been taken by our leagues throughout the country.

HOW TO BUY.

THE first bulletin is entitled "How to Buy" and the reader is informed that as a further aid to marketing a pamphlet entitled "What the Purchasing Public

Should Know," can be had on application to the committee. This pamphlet is published by the Mayor's Bureau of Weights and Measures and tells the purchaser how to get what he or she pays for.

The advice of Bulletin No. 1 to the purchasing public is as follows:

Go to the store yourself.

Select for yourself the article you desire to purchase.

Inquire its price.

If quality and price please you, be sure that you get in weight or measure the amount you buy. **Watch the scale.** Watch the measure.

If the meat you purchase is weighed in a piece of paper or anything else, be sure you are not charged for the weight of the paper.

You are entitled to all the bone and the trimmings of the piece of meat that you buy. You should take home and make use of such bone and trimmings. The fat can be rendered and used for cooking purposes; the bone and trimmings used for soup or stew. When the trimmings are not taken home the butcher throws them into a box under the counter and sells them to someone else for about 6 cents a pound. *They belong to you and you should have them.*

In buying meat, don't go in and ask for 25 cents worth of meat and leave the butcher to decide how much meat you should have for a quarter. Select your piece of meat; ask the price per pound; say how many pounds you want; have it weighed; see that you get your weight and that the butcher's calculation as to how much meat you have, at a certain price per pound, is correct. Many a penny is lost to the customer by neglecting the above simple precautions.

In marketing the pennies count up very fast.

Don't allow your dealer to weigh in the wooden butter dish in weighing your butter unless he deducts the weight.

Don't buy in small quantities if you can possibly avoid it. Make every effort to get together two or three dollars. This will enable you to:

Buy for cash. Buy in larger quantities. Buy where you can do the best.

In this way you can save two or three dollars in a very short time.

Under the laws and regulations of the city you have definite rights in the matter of getting full measure and full weight for everything you buy, and the city's Bureau of Weights and Measures stands ready to help you get your rights. This is a protection that is due the honest dealer as well as yourself.

Cheapness does not always mean quality or full weight. Be sure you get quality and quantity.

HOW TO BUY BEEF.

THE second bulletin on the buying of beef is a particularly useful one, as the majority of housewives do not know the different cuts, and it is very important, with beef at its present price, to possess this knowledge. Bulletin No. 2 says:

Do you know that the less tender cuts are more nourishing than the more expensive cuts?

Do you know that the less expensive cuts, if properly cooked and seasoned, are mighty good eating?

Flank steak costs much less than top sirloin or round steak, but it makes an excellent roast. It can also be pot-roasted, or used as chopped meat. Try it.

Chuck or round steak costs much less than porterhouse or sirloin and can be broiled in the same manner. Try it.

Chuck roast costs much less than rib roast and will make just as appetizing a dish if the bone is removed, the meat rolled and then roasted. Try it.

The beef neck is juicy and well flavored. It rarely sells for over 16 cents a pound and makes a good pot roast and excellent stews and soups. Try it.

The cross rib makes an excellent pot roast and there is no waste. Try it.

Shin of beef makes a good "beef à-la-mode." Cut it up the same as for stew; brown the pieces in hot fat; then add water; cook in a pot the same as pot

roast, and serve with the gravy. By browning the meat in hot fat you retain its juices and this adds greatly to the flavor of the dish. Try it.

Shin of beef makes a most nourishing soup and the meat can be taken from the pot afterwards and served with horseradish sauce. Try it.

In broiling or roasting the less tender cuts, if you are afraid that they will not be as tender as you would like, they can be made tender if treated in the following simple manner: Mix two tablespoonfuls of oil and one tablespoonful of vinegar; brush this over the meat and let the meat stand for half an hour before cooking it.

If you buy a rib roast of beef have your butcher cut the rib end off so that you can use it for making soup. If it is left on and roasted with the rest of the meat, it is largely wasted.

In corned beef, the flank piece, the navel piece, the plate piece and the brisket piece cost the least. These cuts are much more juicy and palatable than the rump piece, and the left-over portions can be used to make a splendid hash. Try it.

Be sure that the beef you buy has a red, rosy color; that it is well streaked with fat; that the fat is yellow white; that the lean is firm and elastic and scarcely moist when touched with the finger.

Do not buy beef that is wet or flabby, or that looks pink or purple as it lies on the counter.

You work hard to earn a dollar. Use the information contained in this circular to help save part of that dollar.

HOW TO BUY VEGETABLES.

BULLETIN No. 3, which is devoted to the subject of vegetables, starts with a list of the vegetables in season at the time it was published, namely, October 14, and advises readers to send to the Committee's offices for a copy of the pamphlet on "The Preparation of Vegetables for the Table." This pamphlet, which is a reprint of Farmers' Bulletin No. 256 of the U. S. Department of Agriculture, "should be in the hands of every housewife," says the committee. "It would save her many a dollar." The

committee's advice about the buying of vegetables is as follows:

In buying vegetables select them yourself and see that they are fresh. This is all-important. There are tricks in all trades, including the vegetable trade.

You will find you will get more potatoes if you will buy them by weight and not by measure.

Never buy sprouting potatoes. Serious illness has been known to follow their use.

In buying potatoes ask your dealer to cut one in half. Take the two halves and put them together; if they are juicy enough to stick together you have a good potato.

In buying cabbage, be sure you get a hard, heavy head, with crisp, white leaves and with the stalk cut close to the head. Many a large head of cabbage looks heavy, but on taking it in your hand you will find it is very light. A light-weight head of cabbage should only be bought at a reduced price.

In buying beets choose those with dirty roots and fresh green leaves. This shows that they have not been soaked to freshen them.

In buying winter squash, choose one that has no soft spots. Choose a medium size one; the larger ones are very seedy.

In buying cauliflower, choose a firm, white head with fresh green leaves.

In buying onions, be sure that they are firm and hard.

In buying celery, choose a bunch with crisp white leaves. Use the outside pieces for soup and the inside pieces for the table.

EVERY DAY IS FISH DAY.

THE Food Supply Committee, like the Housewives League, believes that fish are just as good food on Tuesdays, or Thursdays, or any other day of the week as on Friday, and that it would be much better for our health and pocketbooks if we could get over the habit of reserving them for the Friday menu only.

As a companion to the fish bulletin a pamphlet has been prepared which gives a list of all the fish that can be bought in New York throughout the year, with recipes for cooking them. This is sent

on application to those who desire it. The bulletin says:

Every day is fish day.

The habit of eating fish on Fridays only is absurd and should be stopped. Fish are just as appetizing and nourishing on Tuesdays and Thursdays as on Fridays, and if you and your neighbors will buy fish any day in the week you will get cheaper fish and better fish. Hundreds of carloads of fish are sent from New York to other cities, because the people living here do not appreciate the value of fish as a food and do not buy it as often as they should.

Vary your diet as much as you can. You will be more healthy if you do.

Don't use meat so much. Use fish more.

Fish is just as nourishing as lean meat, and if eaten with bread, potatoes, etc., will supply all the needs of the body.

If possible, buy your fish from a fish dealer.

When you buy fish, see that you get the trimmings.

You are just as much entitled to them as you are to the trimmings of your meat.

The meat part of almost any fish may be cooked separately. If you ask your fish dealer to remove the meat part of the fish for you, the trimmings will consist of the head, the skeleton and the fins, and these can be used for fish stock, out of which can be made excellent fish soups and fish sauces.

Halibut costs from 15 cents to 22 cents a pound. Market cod costs about 5 cents less a pound and can be cooked in the same way as halibut. It can be cut up into steaks; it can be boiled; the tail can be split and broiled in the same way that you would broil mackerel or bluefish, and it costs about 8 cents less a pound than either mackerel or bluefish.

Haddock costs about 5 cents to 8 cents less a pound than halibut and can be cooked in the same way. Both cod and haddock are in season all the year and, if properly cooked, are extremely appetizing.

When you buy bluefish, get a large-size fish. A large-size one costs about 5 cents less a pound than a medium size one, and if you buy a large one you will have

OUR WONDERFUL POSSIBILITIES

enough let over for another meal. Any fish left over can be used to make fish cakes, or it can be creamed and put in a dish and baked.

Many people go to a fish store and buy the fillets of a fish instead of buying the whole fish. A fillet of fish is nothing more or less than the meat of the fish stripped from the skeleton. Some fish dealers have these fillets all ready on a platter for sale, *but if you buy them that way you will pay anywhere from 15 cents to 20 cents more a pound for them than if you bought the entire fish and asked your dealer to strip the fillets off for you and give you the trimmings.*

MAKE A DOLLAR EARN TWENTY CENTS.

THE bulletin which bears the alluring title, "Make a Dollar Earn Twenty Cents," is directed against the practice of buying for one meal at a time and the committee informs us that it is based upon the experience of practical housekeepers who have to make every penny count, as they have to pay rent and provide food and clothing for families of six on an income of from \$12 to \$15 a week." The bulletin says:

You earn money by working. After you get it you can make it work and earn money for you. This circular shows some of the ways to make your money earn more money. A penny saved here, a nickel save there and put away in a cup,

will soon amount to a dollar. Use that dollar as suggested below and it will earn you at least 20 cents.

Thousands of families buy for one meal at a time. This means that they buy in small quantities and pay the highest prices each time. Try to buy in larger quantities.

One of the suggestions for buying in larger quantities relates to the purchase of lamb and mutton and is so similar to the advice given at the meat-cutting demonstration reported elsewhere that it need not be repeated. Other suggestions relate to the choice of cheap pork cuts. There is a lot of nice meat on a pig's head, according to the bulletin, and it may be served in just the same way as spare ribs, which cost twice as much. Pig neck bones and pig knuckles are also recommended as substitutes for spare ribs, the neck bones costing only half as much and the knuckles at about the same price having more meat on them.

Other bulletins issued by the Committee give suggestions for economical cookery. The one entitled "How to Save Time and Money in Cooking" recommends the use of the fireless cooker and gives directions for the home construction of these devices. The substitution of other protein foods for meat is advised and there is a pamphlet on the use of leftovers.

OUR WONDERFUL POSSIBILITIES

In renewing her subscription to our official organ, Miss Alice MacKinnon Holt of "Gray Oaks," Yonkers, says:

"I find the Housewives League Magazine not only widely informing but stimulating as an incentive to coöperative effort among housewives, and very valuable as an authoritative guide to reliable food products.

"I am patronizing the advertisers for every household requirement possible and also have special pleasure in recommending them to friends, always mentioning the Housewives League in this connection.

"As a business women, perhaps I can appreciate even more than the real homebody, how many wonderful possibilities this nation-wide society holds in store for us."

Our Campaign for Clean Flour

A PACKAGE WHICH ADEQUATELY PROTECTS ITS
CONTENTS IS ALSO A SAFEGUARD AGAINST WASTE

OUR campaign for clean flour is also a campaign against the needless waste of flour, and at this time when the strength of nearly a dozen nations has been turned from productive purposes, and one entire country is sitting with folded hands dependent upon the charity of the world, it makes a particularly strong appeal. Waste of any kind is always abhorrent to any right-minded person, and to waste the necessities of life in a time of scarcity is a crime, the enormity of which must be apparent to all.

It is, of course, perfectly obvious that flour must sift through a porous container, and when that container is kept in a state of continual agitation the sifting must be greatly accelerated.

Now most of the flour used in the East comes from the great Northwest, with Minneapolis as a shipping center. From Minneapolis it is taken by rail to Duluth, and in the train the bags must necessarily share the continual vibration of the car. At Duluth, because transportation by water is cheaper than by rail, it is transferred to a vessel on the Great Lakes. This is done by means of a swinging pulley which keeps the bags in constant oscillation during the transfer. In the hold of the vessel they share its motion, which while perhaps less than that of the train, is still considerable. At Buffalo they are again placed in a freight car for distribution to various eastern points.

Along this whole route the bags may be said to leave a trail of white. At every dock, or railway freight station, one may see a carpet of flour on the floor of the cars from which they are taken. Not uncommonly this carpet is as much as two inches thick, representing several bags of flour.

At every move these cotton bags dis-

tribute their contents about them. After flour has been unloaded at a bakeshop one might think there had been a snow-storm, and in this case it is well to remember that the bags used for bakeshop trade are more porous than those in which flour is delivered to the housewife.

These facts, particularly at the present time, give us food for thought. It is possible we may have more to consider here than the mere question of waste. The price of flour is going up. Some bakers have already raised their price and cut an ounce from the loaf. One cannot help wondering if these siftings always go to waste.

Nor is such sifting confined to bags. Flour barrels are made out of green wood and when they dry out crevices are formed which make them most unsuitable to serve as containers for any finely powdered substance like flour. Every time a flour barrel is moved it sifts flour.

The cost of this sifting to each individual consumer may be, and probably is, small; but looking at the matter from the point of view of the nation's welfare and the world's need it is a shameless waste, particularly as its prevention is not a difficult but a comparatively simple matter.

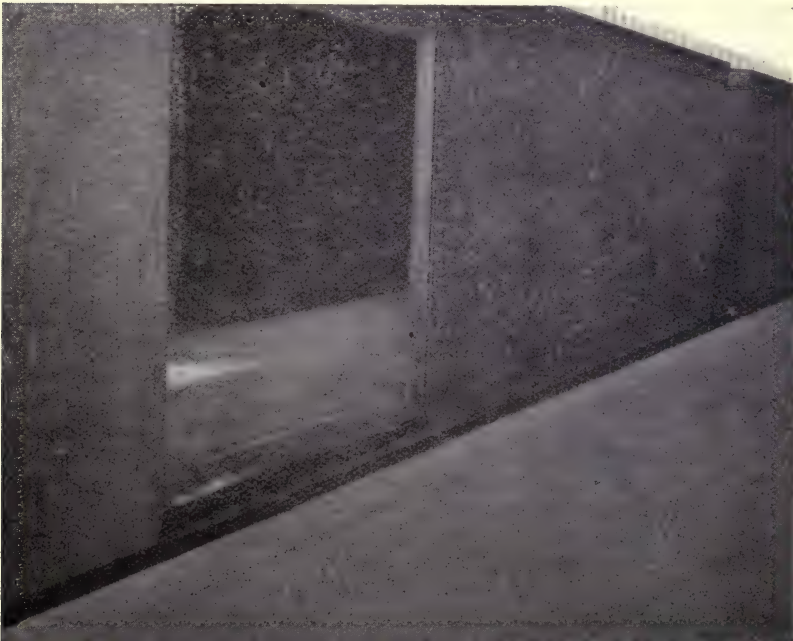
A paper container, or a paper lining in the barrels or bags, is all that is needed. The cost of such a paper lining would surely be less than the cost of the wasted flour, while the paper bag actually costs less than the cotton one, and is therefore doubly recommended on the score of economy at a time when economy in handling the staff of life is urgently necessary.

The paper bag reduces the cost of the package to a minimum, and if generally used ought to make an appreciable difference in the cost of flour.

OUR CAMPAIGN FOR CLEAN FLOUR



UNLOADING FLOUR FROM A BARGE AT A NORTH RIVER PIER. THE BAGS LEAVE A TRAIL OF WHITE BEHIND THEM.



THE TWO INCHES OF SIFTINGS ON THE FLOOR OF THIS BOX-CAR REPRESENT SEVERAL BAGS OF FLOUR.

Housewives Appeal to President*

URGE NATION'S HEAD TO TAKE DRASTIC MEASURES TO PROTECT THE PEOPLE'S BREAD SUPPLY

By MRS. JULIAN HEATH

AS we go to press a most critical condition has developed in the wheat market, a condition so serious that it called for action by the National Executive Committee of the Housewives League.

For a week past the wheat market has been in a state of violent fluctuation. According to press reports a rumor that the Allies had forced the Dardanelles, thereby releasing the enormous amount of Russian wheat that had been stored at Black Sea ports was responsible for a break of $7\frac{1}{2}$ cents in Wall street, while a subsequent rally of $11\frac{3}{4}$ cents was attributed to the dissipation of these rumors. This brought the market to the highest level of the season, and from that point it continued to advance for several days.

The National Executive Committee had been watching the situation for many weeks, but it did not seem necessary to act until we began to hear rumors of ten-cent bread.

Investigation proved that these rumors were well founded, for of course if the baker is obliged to pay more for his flour the consumer will naturally have to pay more for bread. The time for action had evidently come and the following telegram was accordingly sent to the President:

"The National Housewives League, representing 800,000 American families, with organizations in every State in the Union, appeals to you to take drastic measures at once to protect your people, even, if necessary, to place an embargo on wheat and flour. We are facing a crisis which needs your immediate consideration and action, for unless a way is devised to protect our people, suffering

such as this country has rarely felt will ensue. Bumper crops will avail but little for producer or consumer unless Washington intervenes for their protection."

Following the receipt of this telegram the President directed the Attorney General to begin an investigation, and wheat immediately dropped five cents a bushel.

We are grateful for this prompt action on the part of the President and we hope the scope of the investigation will be widened so as to include the economic and moral as well as the legal aspect of the question.

We concede the point that our crops must be sold for the benefit of the producer and for the benefit of the country at large. We also concede the point that America should be generous, as America always has been to other countries in distress. We do not by any means advocate that an embargo shall be placed upon all foodstuffs, or that we must not continue to be generous.

We have bumper crops and we must share all we can spare, but we must be just as well as generous. We are feeling the pressure of unemployment and our Government is in duty bound to conserve our supply of foodstuffs in so far as it may be necessary to keep prices here at a normal, or nearly normal, level. There can be no objection then to the disposal of the surplus abroad.

We understand it has been held that an embargo would be unconstitutional; but this is a great emergency and the Federal Government surely can find some way to relieve the situation.

This is also a time when patriotism should supersede any desire for excessive profits, if such profits will bring hardship to the country at large.

*Immediately after writing this article Mrs. Heath went to Washington to gather information and do whatever circumstances might suggest as the wisest course to safeguard the national larder.

Utilizing the Waste Product

MORE CANNING DAYS ON THE FARM AND ELSEWHERE
WOULD DO MUCH TO REDUCE THE COST OF LIVING

By HENRIETTA D. GRAUEL

Chairman of the Housewives League of Ohio.

CITY dwellers, more than rural folks, realize that the products allowed to waste on the farms of this country are sufficient to keep those who want for food in comfort. The great problem is how to utilize the waste product so that all may have their share. The parcel post has done wonders, the Housewives League has done more by talking and preaching coöperation but the farm woman is the one who must solve the enormous and important problem of getting the food to the consumer at the least expenditure of money and strength.

Our Government admits we are the worst wasters of any nation and it is sending a specialist into rural communities to teach the gospel of using what is generally lost on the farms. This specialist is O. H. Benson, Bureau of Plant Industry, Washington, D. C. Mr. Benson has thirty-five hundred assistants in his work and they are scattered throughout the United States.

Everyone has heard of the canning clubs, tomato clubs and other women's clubs that are springing up in town and country. Mr. Benson is the man behind the club.

He and his assistants teach by doing, through demonstrated lectures. For instance, Mr. Benson was in Ohio recently at the Experiment Station. His audience consisted of State Institute lecturers whose work is to go into the various townships of the state and carry practical new ideas of better ways of doing old, time-worn duties.

One of the messages given at this splendid session was not for village and country dwellers alone, but for city people as well. It was, "Cultivate the vacant lot and back yard."

When this is done, Mr. Benson proved, there will not be any little boys or any little girls, whose parents cannot

afford to buy them an apple, or who do not have the good food they need. The hundreds who are hungry in large cities to-day would not need to be if all the vacant land in and around the city were cultivated. If fruit trees were planted wherever a fruit tree would grow, doctors would soon go out of business, for fresh fruit is the best medicine in the world.

Another thing worth thinking about that Mr. Benson suggests, is that this high cost of living we hear so much about is based upon the cost of the meat diet, which is the most harmful as well as most expensive article of our food.

"Now," says this clear-headed young man, "if fruit and vegetables were raised more freely, the cost of living could be computed from the vegetable end of the proposition and we would at once become an economical nation."

Mr. Benson is working for more canning days on the farm, days like threshing day when the men and women will come to coöperative canners bringing their products with them and can the good country produce in open-air canneries. This is done in some States now, to some extent, and is most successful, the closed boiler, or sterilizer, and other canning necessities being used in common by the farmers in a certain neighborhood.

One of Mr. Benson's most valuable lectures is on the use of windfall apples. These apples are usually allowed to lie in the orchards, for the price paid for them by cider mills and makers of apple butter does not pay for their hauling.

There are few women who have not profited by the splendid bulletins on domestic science that are sent out by the Government. But it is not given to all women to enjoy at first hand a demonstrated talk by one of the Government bulletin-makers.

Armed, cap-a-pie, with white apron spotless and steam cooker singing cheerily, Mr. O. H. Benson, canning specialist of this United States of America, canned spinach, rhubarb, peppers, endive, tomatoes, celery and sweet corn at the State University Experiment Station.

This work is for every woman who has a family and anyone can get full and clear directions in the pamphlets issued by the Agricultural Department, Washington, D. C., by writing for them. Besides the ones about canning there are several excellent booklets about household sanitation and cookery and so on; so write for the list and take your choice. But we must "get to our mutton," which in this case happens to be apples.

Perhaps you think this is rather late in the year to talk about canning, but it is not. Almost all of us have something every week we would can if we were sure it would keep. I will tell you how Mr. Benson canned windfall apples, and I hope every one of you who has an orchard, or even a single apple tree in her back yard, will keep the recipe and use it. You will be delighted with the results.

Core but do not peel the apples, removing any decayed places. Plunge them into scalding water, using a wire frying basket to hold them, or even a cheese-cloth bag. Let them remain in boiling water three minutes, then plunge them into cold water. Now pack the apples into wide-mouthed glass jars. Cover with a thin syrup (of one-third sugar and two-thirds water) that is boiling. Put on rubbers and lids and place in steamer for forty minutes. The variety of apple may decide the length of steaming, as some will cook more quickly than others and some steamers are more compact than the improvised ones most housekeepers use.

The apples may also be pared and sliced into water that has been salted slightly, to keep them from discoloring. When all are nicely sliced, as for pies, fill sterilized jars with them and cover with the simple syrup, close jars and steam as directed above.

If you are interested in using the waste material in your home kitchen write to the address given above for a list of the books on canning and send for them.—*Chicago Journal*.

The Proper Care of Commercial Foods

II. Butterine a Delicate Product

By W. C. POTTER

Manager Butterine Department, Swift & Company

[EDITOR'S NOTE—Manufacturers of the higher class of commercial foods take infinite pains to put them in the hands of consumers in the best possible condition. This care begins in the executive offices of the company and follows the product to our kitchen tables. There it must necessarily end. All subsequent care devolves upon the housewife, and between the kitchen and the dining table the product may be ruined; yet the manufacturer is usually judged by its condition when it reaches the dining table, and there the reputation which he has built up at a great expenditure of money, science and time may be ruined or seriously impaired. Since the manufacturer takes so much pains to put his product on the market in good condition it would seem that none could be better qualified to advise the housewife as to its proper care after it enters the home. We have therefore asked the makers of the various foods which have been endorsed by the National Housewives League to tell the readers of this magazine how they should be cared for, and will publish their replies in this department.]

THE housewife and likewise the grocer sometimes fail to appreciate that butterine is a delicate product and should be treated as tenderly as butter.

Like butter, it is easily affected by too much heat or moisture and by the proximity of strongly flavored products. It

should be kept in a cool dry place, away from fish, onions, or other odoriferous foods.

When not kept in the original package it should be put into a stone jar and carefully covered, and the jar should be well scalded before being refilled.



JUNIOR LEAGUERS OF ST. PAUL AT THE STATE CAPITOL. MISS HELEN POE BENNETT, THE CHAIRMAN, STANDS THIRD FROM THE RIGHT AND MISS HELEN GRIMES, CHAIRMAN OF THE MINNEAPOLIS JUNIOR LEAGUE, IS THIRD FROM THE LEFT; AT THE EXTREME LEFT IS MRS. G. W. BENNETT, THE CHAPERON OF THE PARTY. THE MAN ON THE STEPS IS AN OFFICIAL GUIDE AND MISS ALBERTA EBERHART, THE GOVERNOR'S DAUGHTER, IS SNAPPING THE GROUP.

THE JUNIOR HOUSEWIVES LEAGUE

Potential Housewives of St. Paul

NEW JUNIOR LEAGUE ENTERTAINED
BY THE GOVERNOR OF MINNESOTA

ST. PAUL, MINN., Jan. 4, 1915.

THE Junior Housewives League of St. Paul was organized on November 9 at the home of the writer, who was afterward elected Chairman, and meetings have since been held every week. Twenty members now attend the meetings and the number is increasing, as every member at each session brings a visitor who is given an opportunity to join.

Plans have been made for a series of visits to food manufacturing and distributing plants with a view to ascertaining the conditions under which food is

being prepared and distributed, as well as to secure suggestions for cutting down expenses. The winter will be devoted especially to the promotion of legislation for the strengthening of the pure-food laws, and for the purpose of raising money we are going to give a one-act play, with fancy dancing and singing afterward.

Our first inspection trip was to the State Bureau of Weights and Measures, where the standards by which foods are sold were explained to us. As guests of Governor Eberhart we visited the State Capitol and were shown over the building. A group photograph of the officers

was taken on the roof of the Capitol, with the quadriga as a background, by our Treasurer, the Governor's daughter, Miss Alberta Eberhart, and at the close of the visit we all received autograph photographs of the Governor. Mrs. J. W. Bennett accompanied the party as chaperon.

The officers of the League are Miss Helen Poe Bennett, Chairman; Miss Dorothy Taggart, Miss Helen Lawler and Miss Violet Reisman, vice-chairmen; Miss Ruth Baer, Secretary; Miss Alberta Eberhart, Treasurer; Miss Louise Emmons, Chairman of Weights and Measures; Miss Ruth Skinner, Chairman of Shop Sanitation Committee; Miss Mary

Wessel, Chairman of Pure Food Committee; and Miss Mary Nattrass, Chairman of Membership Committee.

Mrs. D. W. MacCoart, Chairman of the Housewives League of St. Paul says:

"I think the movement to organize the younger girls of the city into a Housewives League is one of the best things that could be done. It means that the housewives of the future will have a groundwork of scientific and practical knowledge of pure foods, weights and measures, legislation and sanitation."

HELEN POE BENNETT,
Chairman St. Paul

Junior Housewives League.

The Junior League At Headquarters

SATURDAY has been set apart as Junior League day at National Headquarters, and a very interesting programme has been arranged for our future housewives.

The first lecture to the younger organization was given by David Hickey, a chemist. He talked about impure candies and in a later number we will tell you what he said.

After the lecture the audience adjourned to the model kitchen and learned how to make pure candy from Miss Emma Bossong, the League's Domestic Scientist. You will find a picture of the lesson on page 6.

The surprise of the juniors was very great when they found what a simple thing the making of pure candy is. It is the impure candies, Miss Bossong explained, which are hard to make and have all sorts of things in them.

The candy made this time was the very simplest kind—just sugar and water, in the proportion of two cupfuls of one to half a cupful of the other, boiled to a "crack," or until a bit of the syrup dropped into water makes a hard ball. The syrup is then poured into a shallow, lightly greased pan, and when it begins to cool it is marked into squares with a dull knife blade. When cold it is sprin-

kled with cornstarch and sugar to keep it from sticking and the squares are broken apart.

Of course everyone had a taste of the candy when it was done, and all the girls went away fully resolved to make their own candies after this.

The following Saturday there was a talk about safe matches and how even the safest of matches should be handled in the home. Then there was another candy lesson. This time the sugar and water, two cupfuls of one to two-thirds of a cupful of the other, with an eighth of a teaspoonful of cream of tartar were boiled to a "soft ball." The mixture was heated and slowly stirred with a wooden spoon until the sugar had dissolved and was boiled until a bit of it dropped in water made a soft ball. It was then poured onto a lightly greased platter, and when cool was worked with a wooden spoon and kneaded. The result was fondant from which all sorts of candies can be made.

On the third Saturday there was a lesson in the making of waffles and toast on the gas stove of the model kitchen.

There are going to be a great many of these pleasant afternoons, and all future housewives are invited to come and enjoy them.

NEWS FROM THE FIELD

Child Welfare Exhibit in Denver

LOCAL LEAGUE ILLUSTRATES DANGERS
OF SODA FOUNTAINS AND CANDY SHOPS

THE Denver Housewives League conducted a very successful educational campaign in connection with the Child Welfare Exhibit which was given during the annual meeting of the State Teachers' Association and the Denver Branch of the National Mothers' Congress held in Denver from December 28 to 31, inclusive.

Realizing that this was a great opportunity to call the attention of people throughout the State to the work of the organization, we decided to take an active part in the exhibit, which was held in the City Auditorium, a building with a seating capacity of some thirteen thousand people.

As an organization, we were given a place on the opening programme of the meeting, and at this time Dr. George W. Stiles, Jr., one of the best bacteriologists in the United States, gave a talk on the necessity of pure milk, illustrating what he had to say with slides.

Another day we had two hours, with three very instructive addresses. Mr. Joseph Benson, a scale expert, talked on the importance of household scales; Dr. Oscar Hayes, our City Health Inspector, spoke on "Pure Food as Applied to Child Welfare"; and Dr. Stiles gave a report of an oyster investigation, illustrating it with slides.

A space nine by five feet was allotted to us in a central location. The booth we trimmed with the colors of the organization, blue and white, using white for the sides and the rather picturesque oriental roof, and looping the blue around the edge and winding the posts with it. We also had white placards lettered in large blue letters tacked onto the front and sides of the booth and bearing the legend "HOUSEWIVES LEAGUE."

A firm which manufactures wooden

dishes sent us a fine exhibit of their products. It consisted of two electrically lighted cases, one containing dishes used by grocers and other dealers for the delivery of moist foods and the other ice-cream comports. There were also three framed pictures and much information about unsanitary containers. As a special object lesson, there was a large glass jar containing a paper dish covered with unwholesome and unattractive mold, with a placard stating that the dish had been dipped in sterilized milk and placed in a sterile jar. This, of course, showed that the mold germs must have been in the pulp from which the dish was made.

We also exhibited various kinds of household scales and the latest device, which is Denver-made, for the sanitary cleaning of soda glasses, calling attention to the latter by a large and well-lettered placard which read as follows:

IMPERFECTLY CLEANSSED SODA-WATER
GLASSES ENDANGER PUBLIC HEALTH.

HOW MANY OF THE FOLLOWING PRECAU-
TIONS DOES YOUR SODA-WATER
DISPENSER OBSERVE?

1. That glasses and spoons are *Washed* in an alkaline solution, *Rinsed* in *Hot* water, and carefully dried after each serving.
2. That cloths and sponges used in cleaning the fountain are not put into the same receptacle in which the glasses and spoons are washed.
3. That his hands are *Dry* when serving.
4. That he does not clean the fountain with *Whiting* or other material while serving.

In this connection we also exhibited a paper drinking cup, calling attention to the desirability of its use, and I am

told that one of our largest drug stores is beginning to use it.

Other exhibits were some very desirable cup containers for use at soda fountains; paper milk bottles, which attracted much attention; rope paper flour sacks and pictures of sanitary stores.

Copies of the HOUSEWIVES LEAGUE MAGAZINE and of other League literature were distributed.

Feeling that possibly it would be wise to have the public realize more fully the need for every one's doing his part in helping to enforce the pure food and sanitation laws, we exhibited some of the unsanitary foods found and officially condemned by our health officials. In the case of some dried fruits we showed them as they were when condemned, and also as they could and probably would have been put upon the market had it not been for the alertness of our officials. Too much cannot be said, by the way, in praise of our Federal, State and city officials, each and all of whom have stood ready to assist and coöperate with the League during the past year.

But our crowning exhibit was candy. We specialized, of course, on the so-called cheap candies always to be found where there are children, cheap, though, in thought only, as figures prove that the price runs from seventeen cents to twenty-seven cents per pound, in cash, to say nothing of the cost in the way of disordered stomachs and sometimes more serious illnesses.

Through the kindness of one of our officials we were able to have analyses made of many varieties, all of which gave startling results as to the ingredients used in candy-making. This information was typed upon stiff cards and a sample of the candy sewed thereon so that it was impossible to mistake or confuse the facts in the case. We also showed sealed bottles containing the lamp black, cheap and poisonous shellac, gelatine, etc., which entered into the composition of these confections. Last, but not least, there was a can of brown paint which was taken from a Greek confectioner, and a piece of the chocolate (?) candy made from it, also a bottle of oxide of iron, a substance frequent-

ly used in place of chocolate in the manufacture of cheap, so-called chocolate candies.

This part of our exhibit aroused the greatest interest. Not only did mothers stop and explain the dangers to their children, but children voluntarily, attracted by the sight of candy, stopped and read for themselves. The impression the facts made on them was amusingly illustrated at one of the programmes where slides were being shown. A group of children was thrown on the screen, and among them was one eating an "all-day sucker." One urchin in the audience was heard to remark in horrified accents, "Gee, if he'd uv seen what it said about them candies downstairs I guess he wouldn't do that!" Which remark brought forth appreciative shouts of laughter from the audience.

Much interest was also manifested by the teachers, several of whom applied to the League for duplicates of the exhibit. The principal of one of our city schools was so impressed that he then and there copied the statements on our cards and was furnished with specimens by the League, his object being to use the exhibit in his own school first and then loan it to other schools, so that, in all probability, it will not only be used in the city, but may be sent around the State.

Having sounded this warning note as to these undesirable things, we also exhibited some of the best of our State products, particularizing on the dried fruits. It is the hope of the League to call attention to the possibilities of this industry so effectively that we shall see our dream of the establishment of one or more evaporating plants realized. It has been demonstrated that a fine syrup can be made from apples, and we had the only bottle that has as yet been made.

We feel that the League made a most creditable showing for an organization which has been in existence less than a year, and if one may judge from the crowds which constantly surrounded our booth, we shall be amply rewarded for our effort by the good which cannot fail to result.

Alice Varnum Lillie,
President Denver Housewives League.



Home-happiness and Good Food

are so closely related that a proper start in the kitchen is of the greatest importance.

Royal Baking Powder makes the finest and most delicious food, and its use is a safeguard against baking powders made of inferior materials and offered as substitutes simply because they cost less to make.

Beginners, as well as experienced housekeepers, to be sure of good, healthful food, should carefully study the label and use only a baking powder shown to be made of cream of tartar.

ROYAL
BAKING POWDER
ABSOLUTELY PURE CONTAINS NO ALUM

Neighborhood Groups in Yonkers

YONKERS, N. Y., Jan. 8, 1915.

THE Yonkers Housewives League after nearly two years' existence is now rising out of the formative and constructive period into a well-organized and firmly established body of more than two hundred and fifty women. The results accomplished in the various phases of our work have been most gratifying, and our members are entering upon their third year greatly encouraged by what they as an organization have done and determined to push the work with even more energy and thoroughness.

Our members being more or less scattered over the entire city, it was decided in the early stages of our constructive period to divide the organization into neighborhood groups, with a chairman at the head of each group. This plan has worked very successfully, as it has brought the members into closer touch with the organized work, and has at the same time stimulated them to greater individual effort.

Individual effort and responsibility has been our "slogan" from the beginning, and the results obtained have shown that this is what counts. Our members through their own personal work, through their groups, and still again through the organization as a body, are laying the foundation of an important educational movement.

Our neighborhood groups have been particularly successful in dealing directly with the farmers, getting farm produce—eggs, butter, poultry, honey, cheese, potatoes, apples, etc.—at a very much lower price than was possible from the retail stores of the city, where the problem of the middleman is a little more than usually acute, and of course, very much fresher and better. Some of the groups got their winter's supply of potatoes and apples, others their supply of fruit cake, maple sugar and syrup straight from the farm. We are now planning to get oranges and grapefruit directly from the grower.

The farmers themselves have assured me that their dealings with us have been

highly satisfactory, so that I feel justified in saying that direct dealing with the producer is both feasible and profitable. The chief requisites are proper organization, good judgment and thorough coöperation among the women. This last is the one *sine qua non*, and no set of women should embark upon the movement without a thorough understanding that each is to do her part.

The following extract from our by-laws relating to neighborhood groups and their operation may serve as a suggestion to those interested:

Section 1. To promote and spread the work of the League, the membership shall be subdivided into "Neighborhood Groups." Such subdivisions shall be based generally on geographical location and shall be subject to change, when necessary, by the Executive Committee.

Section 2. The object of the "Neighborhood Group" plan is primarily to facilitate the work of dealing with questions of shop inspection, purchasing from farmers, and other similar matters that can better be handled by group meetings than by the general meetings of the League.

Section 3. The Chairman of each Neighborhood Group shall be elected by the members thereof, shall serve for a period of six months from date of election, and shall be eligible for re-election. Chairmen of Neighborhood Groups shall appoint such officers as are necessary properly to conduct the work of their groups.

Section 4. The Chairman of each group shall follow up the question of shop inspection by the members of her group, such inspection to be conducted in the manner prescribed by the League.

Section 5. The Chairman of each group shall keep her members posted as to all farmers' information received from the Executive Committee.

Section 6. Group members in dealing with farmers may do so individually or through their respective groups, but

(Continued on page 8a)

A cozy corner, a table, easy-chairs for all—and

NABISCO

Sugar Wafers

This is a recipe for a most delightful hour. The fascinating flavor of Nabisco charms all who partake of these perfect dessert confections. In ten-cent tins and twenty-five-cent tins.

ADORA Sugar Wafers—A confection with sweetened-cream filling. For all dessert purposes.

NATIONAL BISCUIT
COMPANY



Advertisements for food supply stores are guaranteed for sanitation only.

(Continued from page 6a)

where individual members deal directly with farmers, they shall, in the interest of coöperation, keep the Chairmen of their groups informed as to name of farmer, prices, quality of goods, service, etc., for the benefit of the other members.

Section 7. Where Neighborhood Groups deal with farmers, each group member (including the Chairman) shall take her turn, when necessary, in ordering and distributing the produce.

Section 8. For the benefit of all League members, the Chairmen of groups shall make a report at Executive Committee meetings and general meetings, as to the work done by her group.

Section 9. As the object of dealing with farmers is purely coöperative, no member in distributing farmers' produce shall take any profit therefrom. Only members of the Yonkers Housewives League shall be permitted to benefit from the purchasing operations conducted by the Neighborhood Groups.

Section 10. Names of farmers are not to be given out except through the President or Executive Board.

Section 11. Neighborhood Groups shall determine their own time and place of meeting.

MRS. H. M. CROWDER,
President Yonkers Housewives League.

Bringing Prices Down in Houston

HOUSTON, TEXAS, Dec. 28, 1914.

LAST summer, when sugar went up from less than 5 cents a pound to 8½ cents, the women of Houston were stunned. The prices of other foodstuffs also were going up at the same alarming rate. Many felt the need of an organization and, with Mrs. J. E. Hodges acting as their leader, took the matter up with Mrs. H. B. Fall, President of the Texas State Federation of Women's Clubs.

Home economics being in Mrs. Fall's department, she called together, on Wednesday, September 23, 1914, all the club presidents in Houston for the purpose of discussing the situation with a view to organization. At this meeting Mrs. Fall appointed Mrs. Hodges chairman of a committee to perfect plans for the organization of an auxiliary to the National Housewives League in Houston.

Mrs. Fall then sent out a call to every city in Texas for a mass meeting to be held October 1 to discuss the high cost of living and a remedy therefor. The Houston Auxiliary was organized on October 7, 1914, and Mrs. Hodges was elected President.

We have joined the city and State Federations and had a delegate at the State Convention in November.

One of Houston's leading daily papers, the *Post*, has from the first given us a

department, and the other papers have also given publicity to our work from day to day.

We have divided the city into districts, and meetings are held in these districts at convenient intervals so as to reach women who are unable to attend the central meetings.

We have at our regular meetings practical talks and demonstrations on foodstuffs. One week a local packing company cut up a side of beef, explaining the price and nutritive value of the various cuts.

We have inaugurated the "penny system" in Houston, that is, we have persuaded our merchants to give pennies in change. This has never been done to any great extent in Texas before.

We have influenced a butcher to sell his best cuts of packing-house beef for 15 cents per pound cash. The cheaper cuts are sold at relatively lower prices. He advertises his prices in the daily papers. The extent of this reduction can be appreciated when it is known that heretofore all the butchers of Houston uniformly charged from 28 cents to 30 cents per pound for the same choice cuts of beef.

We have persuaded a fish dealer to give us cheaper fish. Heretofore it has been impossible to buy fish for less than 15 to 20 cents per pound in Houston (within an

(Continued on page 10a)

Cox's

Instant Powdered

GELATINE

BEING powdered, Cox's Gelatine dissolves instantly in hot (not boiling) water. With it you can quickly make up attractive, tasty sweets—puddings, jellies, frozen dainties, candies. These are pleasing diversions from heavier desserts, and made with gelatine they are easily digested. For instance: Here is a delicately flavored, wholesome coffee jelly, to be served with sweetened whipped cream. Try this recipe:

Coffee Jelly

Four to Six Persons

1½ ozs. (4½ tablespoonfuls) COX'S INSTANT POWDERED GELATINE.

6 ozs. (¾ cup) sugar.

2 pints (4 cupfuls) water.

½ pint (1 cupful) strong coffee.

Whipped cream.

Dissolve the Gelatine and sugar in the water and add the coffee. Turn into a wet ring mold and set away to firm. Turn out and serve with whipped sweetened cream in the center.

Cox's New Manual of Gelatine Cookery

by Marion Harris Neil, Cookery Editor of the Ladies' Home Journal, contains a host of desserts, elaborate and simple. And you will find in it many suggestions for tempting salads and savories, and for making appetizing use of left-over meats, fish and game with the help of Cox's Gelatine. Let us mail you this book.

THE COX GELATINE CO., Dept. J, 100 Hudson Street, New York City
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NEWS FROM THE FIELD

(Continued from page 8a)

hour's travel from the Gulf fishing waters). Now we can buy the best fresh red fish for 8 cents a pound, while the other dealers continue to charge the long prices. This dealer also advertises his prices in the daily papers.

We are now trying to persuade all our grocers and butchers to advertise food prices in the daily papers, a thing which has never been done in Houston in the past.

Our Committee on Prices now obtains the lowest retail prices on foods and posts them once a week on a bulletin board in our meeting room in the City Auditorium. We will continue to do this until we can get the dealers to advertise their prices.

We have passed resolutions, discouraging the slaughter of calves and the use of veal, and have started an active campaign to educate the consumers not to use veal.

We have made a start toward getting the producer and consumer together. Producers, not agents, bring butter, eggs, etc., to our regular Saturday meetings and there dispose of them to the housewives.

MRS. J. A. HAUTIER,
Second Vice-President-at-Large,
Houston Housewives League.

Farmers In Foot-and-Mouth Fight

THE recent lifting of the foot-and-mouth quarantines from large areas previously closed and the modification of the quarantines in still other sections has been made possible, Federal authorities say, by the coöperation not only of the various State officials but of farmers and stockmen themselves.

Indiana and Michigan, where the disease appeared in fifteen and eighteen counties, respectively, and where it was quickly suppressed, are cited as instances of the value of public support in such a fight. The people not only observed the quarantine regulations but did all in their power to expedite the work of slaughter. In many cases they had the ditches in which the animals were to be buried dug and waiting for the killing gangs, and only in a few instances were attempts made to conceal the disease.

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A National Movement for the Federation of Housewives

VOLUME V

MARCH, 1915

NUMBER 3

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A HALF-MOWN WHEAT FIELD.

HOUSEWIVES LEAGUE MAGAZINE

VOLUME V

MARCH, 1915

NUMBER 3

Where Is Our Bumper Wheat Crop?

INVESTIGATORS HAVE SO FAR FAILED TO SECURE
ANY DEFINITE INFORMATION ON THIS SUBJECT

By MRS. JULIAN HEATH.

Pictures by Courtesy of the Pillsbury Flour Mills Co.

WHEN last month's magazine went to press the Housewives League had just sent a telegram to the President asking for an embargo on wheat. That telegram seemed at once to put us in touch with the whole world. By letters, telegrams and personal interviews the bakers, the flour men and the consumers testified their interest in our action and their desire to coöperate. We again became, as we have so often been in the past, a clearing house for the various interests concerned.

Following our appeal and the investigation subsequently ordered by the President, there was a drop of five cents a bushel in the price of wheat, but the market quickly rallied and continued to rise steadily until the high-water mark of \$1.70 a bushel was reached.

At this point the long-expected rise in bread began. In New York City the price of the five-cent loaf has been advanced to six cents, and the ten-cent loaf has had two ounces cut from its weight. At the same time, many small bakers, according to the testimony of the trade associations, have been ruined.

Since flour has advanced three dollars a barrel and there are about three hundred one-pound loaves in a barrel, the bakers argue that an advance of one cent a loaf, or a corresponding reduction in size, is entirely in order. They point to the example of the U. S. Government which has reduced the size of the loaf sold to its employees on the Isthmus of Panama by three ounces, and they also argue that we are still far

from real war prices, since at the close of our own Civil War family flour sold at \$17.50 a barrel.

Several official investigations are now under way. The Federal Department of Justice is looking into alleged illegal speculation in Chicago, and the Attorney General of New York State is going into the whole question of the increased cost of bread, flour and wheat, so far as the authority of the State will permit. Hearings in this investigation were begun on February 15 in New York City.

The opinion is being freely expressed that the European demand does not altogether account for the situation. The Mayor of New York, John Purroy Mitchel, and the State Commissioner of Food and Markets, John J. Dillon, both take this view in letters to the President. As to who is responsible for the alleged speculation, various theories are advanced. Mr. Dillon says:

"Speculation in future deliveries by men who never intend to own wheat has always worked a loss to the producers and an expense to the consumers. It seems clearly responsible for the present situation."

On the other hand, an impression that the farmers are holding their grain for higher prices is widely prevalent. The Attorney General's office promises to show in the investigation now going on in New York State that this is not the case, and the services of a wheat expert from the West have been obtained for this purpose.

The Chairman of the Mayor's Food

Supply Committee of New York City said at one of these hearings that there was much European speculation in American wheat.

"Undoubtedly," he asserted, "Europe is speculating in our wheat. That is, she is buying it in large quantities and

was being held somewhere for speculation.

Looking for our supposed "bumper" crop of wheat reminds one of the old game known as "Button, button, who's got the button?" Inquirers, official and unofficial, appear to have experienced the most extraordinary difficulty in getting definite information.

"The wheat crop doesn't seem to be anywhere," one of the big dealers in that commodity said. "The only thing we certainly know is the amount of grain exported—235,000,000 bushels since the first of last July as against only 105,00,000 bushels during the same time last year. There is less wheat in the public elevators of Chicago to-day than ever before in the history of the country and the farmers don't seem to have any. It may be that we did not have so much wheat to start with as we thought. Big crops are usually overestimated while small ones are underestimated."

You will remember that your National President went to Washington immediately after the appeal of the housewives to the President, for the purpose of securing exact knowledge regarding the status of the wheat crop. The points on which I sought information from the Department of Agriculture were:

How much of our wheat supply are the producers still holding?

How much of our wheat supply is now in the elevators?

Is the wheat moving from producer to elevator and from the elevators to the market?

Are the producers shipping into the elevators?

What percentage of our surplus has already been shipped abroad?

To these inquiries I received the following reply:

"MY DEAR MRS. HEATH:

"In accordance with my conversation with you a day or two ago, I have asked our Bureau of Crop Estimates to give me what information they have in regard to



HARVESTING WITH THREE MACHINES FOLLOWING EACH OTHER IN THE SAME PATH. THE FIRST MOWS THE WHEAT, THE SECOND STACKS IT AND THE THIRD BINDS IT. THIS METHOD HAS BEEN ALMOST SUPERSEDED BY A COMBINED HARVESTER, WHICH PERFORMS ALL THREE OPERATIONS.

storing it as against what she believes will be a continuation of the war and a shortage in her wheat crop this year. I take it that none of our anti-trust laws, or laws in restraint of trade, can reach this extremely important phase of the situation."

A representative of the East Side bakers, who feel the shortage of rye seriously, was of the opinion that a large quantity of this grain had been bought up by Germany and was being held in this country. Rye has advanced even more rapidly than wheat. We have only forty million bushels and foreign countries who ordinarily get their supply from Germany are drawing on our scanty store.

INVISIBLE WHEAT.

THE statistician of the New York Produce Exchange, Henry Heinzer, presented figures and made estimates as to the future movement of the wheat crop which convinced the investigators that a large amount of "invisible" wheat

WHERE IS OUR BUMPER WHEAT CROP?

the questions you asked. I find we have no very definite information along these lines, but hope the following may be of help to you.

"It is not known how much wheat the producers are holding. The Department of Agriculture investigates the stocks of wheat on farms twice a year, namely, on March 1 and July 1. The *Chicago Daily Trade Bulletin* of January 14 states: 'Aggregate quantity of wheat of all kinds on farms on January 1 about 328,000,000 bushels as compared with about 319,000,000 bushels one year ago.'

"As to the amount of wheat now in the elevators, we have no data. The *Chicago Daily Trade Bulletin* reported the stock of wheat in second hands January 1 in the United States, 116,329,000 bushels as compared with 99,044,000, on January 1, 1914.

"It is not definitely known whether the wheat is moving out of the elevators rapidly. The actual movement, however, has been large. Total receipts at eleven 'primary markets' from July 1 to January 2 were about 328,000,000 bushels, compared with 221,000,000 in the same period of the preceding year.

"It is not definitely known whether the producers are shipping in to the elevators. The *Chicago Daily Trade Bulletin* states that the movement of wheat from the farms of the United States during December was quite liberal for the season of the year—about 70,000,000

bushels compared with 55,000,000 bushels in December, 1913.

"As to the percentage of our surplus which has been shipped abroad, out of the surplus of about 280,000,000 bushels of the 1914 crop, available for export, up to January 1 about 175,000,000 had been exported. On this basis, about 62 per cent of the surplus portion of the crop had been shipped abroad January 1. By drawing upon reserves usually carried over from one year to another, 300,000,000 bushels or more could be spared for export during the year. On the basis of 300,000,000 the percentage exported to January 1 would be about 58 per cent. Normally, about 62 per cent. of the yearly exportations are made between July 1 and January 1.

"I am unable to get any information as to the other questions which you ask, and am afraid there is no way of ascertaining it for you.

"Assuring you that the Department is glad to give to you any available information at any time,

"Very sincerely yours,

"CARL VROOMAN, *Assistant Secretary*.

OUR SECOND APPEAL TO THE PRESIDENT.

THIS communication was forwarded to the President on February 15 with the following comment and appeal:

"By this letter you will readily see that not only was the Department of Agriculture unable to give the information which we so eagerly sought, but was



THE COMBINED HARVESTER DRAWN BY A TEAM OF THIRTY-THREE HORSES AND CUTTING A SWATH EIGHTEEN FEET WIDE. ON MORE MODERN FARMS THE MOTOR TRACTOR IS IN ALMOST UNIVERSAL USE AS A SUBSTITUTE FOR HORSE POWER, BEING EMPLOYED FOR ALL OPERATIONS FROM PLOWING TO THRESHING.

obliged to refer us to 'The Chicago *Daily Trade Bulletin*,' which seemed to be their only source of information.

"The Housewives League respectfully urges that you instruct the Department of Agriculture to investigate the stock of wheat at once in order that the citizens of the United States may have full knowledge of the quantity of available wheat and where it is now being held."

We were naturally disappointed to find that the Department of Agriculture seemed to have neither knowledge nor control of the situation; but a letter from the President to the Mayor of New York, which was published in the newspapers of February 17, reassured us somewhat.

"The matter is one to which the Administration has, of course, from the first given the most thoughtful and careful attention," the President wrote. "The Agricultural Department is in possession of all the facts. About these facts some very erroneous impressions obtain, and it is our purpose in the immediate future to remove these misunderstandings by a very full and clear statement of all the facts. They will, I think, reassure the country."

NO SHORTAGE OF FOODSTUFFS EXPECTED.

ON the afternoon of the day on which this letter was written the Department of Agriculture issued a statement from which it would appear that no shortage of foodstuffs is likely to occur in this country. This statement says:

"The 1914 wheat crop of the United States was estimated to be 891,000,000 bushels. The estimated surplus carried over from the 1913 crop was about 76,000,000 bushels. There was, therefore, a total available supply of 967,000,000 bushels. As the normal annual per capita consumption of wheat in the United States is about 5.3 bushels, 520,000,000 bushels should meet out normal domestic requirements for food. In addition, 90,000,000 bushels are required annually for seeding. Six hundred and ten million bushels, therefore, should supply the normal domestic demand. This would leave a surplus of 357,000,000 bushels.

"Of this surplus about 210,000,000 bushels were exported by January 30.

This left 147,000,000 bushels, or 40,000,000 bushels more than our average annual export for the past five years, for export between February 1 and the appearance of the new crop, or for carrying over into the next crop year. The amount is sufficient to permit the export of nearly 1,000,000 bushels a day until July 1, before which time the new crop will begin to be available. This is about the average recent exportation.

"The large demand for our wheat arises from the fact that there was an estimated world's shortage of over 400,000,000 bushels outside of the United States; from the fact that the Russian exportable surplus of 100,000,000 bushels is not available generally, and from the fact that the belligerent nations are eager to secure food supplies. If it were not for these things we should be discussing ways and means of disposing of our tremendous surplus of food products.

"As has been stated, the new American crop will begin to appear before July. The Argentine crop is now coming on the market. It is estimated that from that source there will be available 100,000,000 bushels. A surplus of 75,000,000 bushels or more from India will be available in May and June. The increase in the fall-sown wheat acreage of the United States in 1914 was 11.1 per cent., or over 4,000,000 acres; in the northern hemisphere generally the acreage of winter wheat shows an increase of from three to thirty-three per cent.

"But suppose a shortage in wheat should develop in the next three months, what would be the situation? There is a great surplus in other food crops in the United States, a number of which can be used as substitutes. Wheat does not constitute more than 12 per cent. of the normal diet, about the same as poultry and eggs. Meat and dairy products constitute 48 per cent.; vegetables, 11 per cent.; fruits, nuts, sugar, fish and other items, the remaining 19 per cent. There are larger supplies of corn and other grains, meat animals, dairy products, potatoes, and fruit at the opening of 1915 than for many years.

"The most important competing products are corn and potatoes. Normally

WHERE IS OUR BUMPER WHEAT CROP?

about 3 per cent. of the corn crop is consumed as food. Of our total crop, about eighty millions would ordinarily be used for food, the remainder for other purposes. This remainder could now be used for foods and substitutes used for animals. The potato production in the United States averages 3.8 bushels per capita. This year the available supply is 4.1 bushels. The average price of meat animals was 7 per cent. cheaper in Jan-

the figures themselves are incomplete, and the Department did itself no credit when it referred Mrs. Julian Heath, of this city, who was seeking some similar information the other day, to the files of an agricultural trade journal in Chicago.

"The incomplete data tardily presented in Washington suggest the need of a comprehensive Federal inquiry. They increase the suspicion that the advance in wheat prices is at least partly due to



THRESHING TIME. THE TRACTOR AT THE LEFT SUPPLIES THE POWER WHICH RUNS THE THRESHING MACHINE.

uary than a year ago, butter 2 per cent. lower, the price of chickens slightly lower, of potatoes 35 per cent. lower, and of apples it was 37 per cent. lower. It would seem that the United States is not likely to be threatened with a shortage of foodstuffs."

REASSURING BUT INDEFINITE.

REASSURING as this report is, it will be noted that it does not give the information which the housewives sought from the Department of Agriculture, a fact which was pointed out by the *New York Tribune* in the following editorial:

"The Department of Agriculture has given out partial statistics intended to show that there is no need of an embargo on the exportation of wheat. But

artificial and possibly illegal manipulation. Where is all the wheat the country is supposed to have on hand, and why can't it be drawn into the markets?"

SUBSTITUTES FOR WHEAT.

THE Department of Agriculture has also issued a report of some experiments to test the value of bread made from a mixture of potato flour and wheat. It has obtained very satisfactory results from such mixtures when the potato flour has not been used in excess of 30 per cent. The bread so made, it reports, has "a rather coarse texture and dark appearance but possesses a distinctive and agreeable flavor. It also retains moisture for a much longer period than ordinary wheat bread."

The potato flour used in the experiments was either the German potato flake or *Walzmehl*, or meal made in the Department's laboratories by slicing, drying and milling potatoes. The ordinary potato flour in the American market is not the same as the German potato flake.

The experimenters believe that ordinary cooked potato might be satisfactorily substituted for potato meal, but that it would be difficult for the average housewife to estimate the right proportions, there being great danger of using too much and producing a very soggy loaf.

The Department has also experimented with dried bananas, chestnuts, buckwheat, rye, cottonseed flour, oatmeal, cornmeal, rice, soy-beans and white beans, millet, cassava and dasheen. The soybean and cottonseed flours, when mixed with wheat in the proportion of about 25 per cent., give a bread, it reports, containing about twice the amount of protein that ordinary wheat bread contains.

The Bureau of Chemistry is making these experiments in spite of the fact that the law has surrounded the manufacture of mixed flour with many restrictions, including a tax of four cents on every barrel. A bill to repeal this act has since been introduced in Congress.

Various other expedients for lessening the cost of bread and supple-

menting the supply of wheat, have also been suggested. The National Housewives League, as told elsewhere, advises a revival of home baking and the use of other than wheat flour, and the local leagues are taking similar action. The bakers are endeavoring to reduce their

labor costs.

The trade papers point out that the ten-cent loaf costs little more in labor and fuel than the five-cent one, and urge the bakers to push the larger size. The East Side bakers of New York pointed out to the Mayor's Food Supply Committee that they could sell rye bread for a cent less a loaf if they did not have to bake three times a day to satisfy the demand for fresh bread.

The Committee will try to get

the bakers together on an agreement to bake but once a day, and meantime will try to educate the East Side people to the advantages of stale bread.

PROSPECTS NOT BRIGHT.

THAT all these methods of reducing the cost of the staff of life are likely to become necessary seems only too probable. The prospects for cheaper flour do not seem bright and in spite of the Department of Agriculture's reassuring report we do not see what is to prevent its going higher so long as we allow wheat to be sent abroad.

Flour has risen about \$3 a barrel since last July. At the time of the Franco-



A MINIATURE FLOUR MILL. SAMPLES OF WHEAT ARE GROUND HERE WITH THE OBJECT OF ARRIVING AT SATISFACTORY BLENDS TO BE HANDLED ON A LARGER SCALE.

WHERE IS OUR BUMPER WHEAT CROP?

German war in 1870, flour went from about \$5.50 a barrel to \$7.50 a barrel. That was a war between only two countries and lasted but seven months. The present war involves some ten countries, is already in its seventh month, and no man can tell how long it will continue. An army in the field consumes about three times the amount of food that is consumed by the same army in a garrison, or on a peace footing, and aside from that it is safe to say that the next year's crops may be pretty seriously interfered with. In face of these facts we do not see how hardship for our people is to be avoided, unless measures are taken to safeguard the national larder.

Bread, it is true, is a cheap food comparatively, at present prices, and at even higher prices would still be so; but since it forms a large share in the diet of the poorer classes, any increase in its price puts a heavy burden on those least able to bear it.

It is always easy to criticize and it may be that we are unreasonable, but it seems as if Congress might have taken action last summer to preserve our food supply. At that time it seemed to the Housewives League that an embargo was nec-

essary, but Congress did not seem to see it, and we are told that it is now too late to restore normal conditions.

At this final writing the atmosphere is so clouded with investigations that it is difficult to discuss the situation with any definiteness. By the time the next magazine goes to press we hope that the smoke of the battle will have cleared off sufficiently to enable us to see something.

Meantime, looking at the matter from the consumer's standpoint, it seems obvious that the European demand must have been the cause of some speculation and that this speculation probably extends from the baker to the farm. If "speculation" seems too hard a word, we will merely say, "taking advantage of the situation."

The question, as the Housewives League has insisted from the beginning, is one for Federal action, and this seems hardly the time to assume that any local condition enters into the situation. Dear wheat necessarily means dear flour. Dear flour means dear bread. The European demand is the root cause of dear wheat. Cut off that demand and whatever speculation is based upon it must necessarily disappear.



THE LARGEST SINGLE FLOUR MILL IN THE WORLD, A UNIT OF THE PILLSBURY SYSTEM AT MINNEAPOLIS, WITH A STORAGE CAPACITY OF 2,500,000 BUSHELS.

The American Staff of Life

OUR NATIVE CORN SHOULD BE SUBSTITUTED IN PART FOR HIGH-PRICED WHEAT

WHEN the Indians called the golden-tasselled maize the "grain of the great spirit," they acknowledged in the picturesque way of primitive peoples, their dependence on it for existence.

We modern Americans are accustomed to think of bread made from wheat as the staff of life, but the real American staff of life, the support of its primitive peoples and of the early Colonists, is corn. In the Old World wheat has been known from the earliest times of which we have any knowledge; in the New World, previous to its discovery by Europeans, it was unknown.

But in the tropics, or near tropics, of the Western continent, there flourished from immemorial times a grain of such a beneficent nature that the Indians transplanted it to less hospitable climes and gradually evolved varieties that would ripen as far north as Canada. The Aztecs and the Mound-Builders made bread from this golden cereal, and when the Europeans came they found it a staple food among the native tribes all over the continent.

The early settlers learned the use and cultivation of corn from the Indians and became equally dependent upon it. It was corn, as Fiske has pointed out, which enabled them to gain a foothold upon these inhospitable shores, for no Old World cereal would have responded to the scanty cultivation which sufficed for Indian corn.

To-day the changes and chances of fate have brought it about that the Old World which gave wheat to the New is asking it from us again and draining our resources so rapidly that we are again awakening to the possibilities of the staff of life which nature gave to the Americas.

We have a surplus of corn as we have of wheat, and although it has gone up in price along with wheat, cornmeal is still cheaper than wheat flour, except in the

tiny packages which are all many of us ever think of buying.

Normally about three per cent. of the corn crop, according to the report of the Department of Agriculture published elsewhere, is used as human food, the greater part of the crop being fed to animals on the farm. This leaves a large reserve that might be diverted to human consumption, thus lessening the demand for wheat. The Department of Agriculture suggests that substitute foods might be found for animals, but even if the demand for corn for human consumption should lessen the supply of meat, we should still be the gainers, since only a fraction of the protein and energy in any food fed to an animal is recovered in its flesh.

Corn, it is true, is not so well adapted to bread-making as wheat, for which reason the latter has almost completely supplanted it for that purpose in this country of its origin.

THE DIFFERENCE.

THE protein of wheat is sticky and tenacious and holds the gas given off by yeast, thus producing a porous loaf. No other cereal except rye compares with it in this respect. The protein of corn has no tenacity at all, and any gas introduced into it quickly escapes. To raise it, it is necessary to provide the necessary tenacious element by the introduction of eggs, or of some other grain.

So far as nutritive value is concerned, however, there is little to choose between the two cereals. Corn contains slightly less protein than wheat and has a higher fuel value; but the difference is more interesting scientifically than important practically. With the mixed diet of to-day, the slight deficiency of protein in corn can easily be made up from other sources.

The housewife can use corn not only in the form of bread but in many other

ways, and her family will doubtless appreciate the variety. German war bread seems to require the example of the Emperor to popularize it; but this kind of war food calls for nothing but enough ingenuity and effort to get away from the beaten track.

As corn contains somewhat less protein than is required for a perfectly balanced ration, it combines excellently with foods of high protein value, and without any scientific knowledge of the subject these combinations have been instinctively made by all peoples who have used corn in large quantities. The Indians combined cornmeal with meat and fish. The Italian eats polenta, or cornmeal mush, with cheese. The early settlers of America borrowed from the Indians, name and all, the dish called succotash, which is still a favorite and which was formerly made from the ripe as well as the unripe grains. The dish known as "scrapple," made by cooking cornmeal in the water in which pork has been boiled and adding finely chopped pork, is another of these instinctive attempts to secure a perfectly balanced ration in a single dish. The tamales of Mexico are mixtures of corn meal with meat and peppers, or other seasoning.

Because of its neutral flavor, corn meal has also been commonly combined with highly flavored foods. The Italians use not only cheese with polenta but highly seasoned sauces. The Zuzii Indians have a dish called "hot cakes" made by combining corn meal with suet and a large amount of red pepper. In the early days of this country when corn bread was commonly used, tart apples were often added to give it flavor.

Cornmeal breads may be of great variety, but necessarily they differ totally from those made from wheat, for the reasons explained above. Such breads fall into three classes: those raised by air beaten into them, those raised by baking powder or soda, and those raised by yeast.

Breads of the first class are very simple, usually consisting of nothing but the meal and a little salt, moistened with milk or water, with sometimes a little shortening. Ash cake and hoe cakes are

made in this way and differ very little from the corn bread of the Indians.

SUPPLYING THE DEFICIENCY OF GLUTEN.

WHEN baking powder, or soda and sour milk, is used, eggs have to be added to supply a tenacious element that will hold the gas bubbles. When yeast is employed the gluten has to be supplied by the addition of some other flour. The early settlers used rye for this purpose but the modern housekeeper usually employs wheat flour because it is more likely to be at hand. The Department of Agriculture recommends the use of gluten flour, made by the removal of a certain percentage of starch from wheat, for this purpose. This, however, would not be an economical combination for at the time the Department's experiments were made the mixture of gluten flour and cornmeal averaged six cents a pound in cost, more than the price per pound of wheat flour at the present time.

The process of making yeast-raised corn breads is much shorter than that of making similar breads from wheat flour. The dough is placed in the pans as soon as it is mixed and moulded and baked as soon as it is fully risen. A pan with high sides should be used to support the loaf after it has risen to its full height. Corn breads of this class have the advantage of not drying out so rapidly as the other varieties.

Cornmeal is particularly well adapted to the making of griddle-cakes or waffles, because the lack of tenacity in its protein, which is a disadvantage in yeast-raised breads, makes them very tender.

In making sweet cakes it is sometimes possible to substitute cornmeal for part of the wheat flour called for by the recipe. In making doughnuts there is a decided advantage in doing so, as the corn makes them more tender than when made from wheat flour alone.

HOW THE STAFF HAS BEEN WEAKENED.

UNFORTUNATELY, much of the cornmeal on the market to-day is not the kind that was known to our forefathers. As the fat in the germ tends to become rancid it is advantageous commercially to remove it, and this is easily

accomplished by means of the modern milling processes which flatten the germ instead of breaking it, so that it can be bolted out. This removes six-tenths of the fat and one-sixth of the protein and leaves a meal much less adapted to serve as a staff of life than that upon which the Pilgrims leaned, besides being much less agreeable to the palate. Undegerminated meal, although common in the South, was until recently almost unknown in Northern markets. A good many of the leading grocers are now carrying it, however. It costs nearly as much and sometimes more than flour, the high price being due to the smallness of the demand and the great amount of money invested in the modern process.

When the new-process meal is used it is necessary to modify the old recipes by the addition of about ten per cent. more water and a little more shortening.

Corn is one of the most extensively used of human foods, and a great variety of recipes for its preparation can be found in almost any cookbook. The following are taken from Farmers' Bulletin 568, of the U. S. Department of Agriculture:

BALANCED CORNMEAL DISHES.

Cornmeal Mush with Cheese: For this dish yellow cornmeal is usually used. For a mush made with one cupful of yellow cornmeal the usual allowance is half a cupful, or two ounces, of grated cheese. There is, however, no limit to the amount of cheese which can be added, and the addition of the cheese tends not only to make a more highly nitrogenous and nourishing dish, but also to make a dish which can be eaten without the addition of butter or cream. Like the ordinary cornmeal mush, it is often fried either in deep fat, after having been egged and crumbed, or in a small amount of fat.

Cornmeal Scrapple: One pig's head split in halves, two cupfuls of cornmeal, salt and sage. Cook the pork until the meat can be easily removed from the bone. Remove the meat, cool the broth, and remove the fat. Reduce the broth to about two quarts or add water enough to bring it up to this amount, and cook

the cornmeal in it. Add the meat finely chopped and the seasonings. Pack in granite bread tins. Cut into slices and fry. Beef may be used in the same way.

Cornmeal Fish Balls: Two cupfuls of cold white cornmeal mush; one cupful of shredded codfish; one egg; one tablespoonful of butter. Pick over the codfish and soak it to remove the salt, if necessary. Combine the ingredients and drop by spoonfuls into hot fat. Drain on porous paper. These codfish balls compare very favorably in taste with those made with potato and are more easily and quickly prepared.

Chicken and Cornmeal Croquettes: One cupful of white cornmeal mush, one cupful of chopped chicken, a few drops onion juice; one egg; salt and pepper. Combine the ingredients and drop by spoonfuls into hot fat. White cornmeal may be very satisfactorily combined with other kinds of cold meat to make croquettes. In general, cornmeal croquettes need not be egged and crumbed like ordinary croquettes, for the hardening of the cornmeal on the surface of the mixture forms the necessary crust.

CORN BREADS.

Ash Cake: One quart of cornmeal; two teaspoonfuls of salt; one tablespoonful of lard or other shortening, boiling water. Scald the meal, add the salt and shortening, and when the mixture is cool form it into oblong cakes, adding more water if necessary. Wrap the cakes in cabbage leaves, or place one cabbage leaf under the cakes and one over them, and cover them with hot ashes.

Hoecake: Hoecakes are made of cornmeal, water and salt. They were originally baked before an open fire on a board which for convenience had a long handle attached to it. At present they are cooked slowly and on both sides on a well-greased griddle.

Corn Dodger: The corn dodger is like the hoecake except that it usually contains a small amount of butter or lard. The meal is scalded and when cold is formed into cakes and cooked in a hot oven.

Crackling Bread: One quart of cornmeal, one pint of cracklings; two teaspoonfuls of salt, boiling water. Mix the cornmeal and salt; pour over this mixture enough boiling water to moisten but not enough to make a mush. When the meal has cooled, work the cracklings into it with the fingers. Form the dough into cakes about four inches long, two inches wide, and one inch thick, and bake for thirty minutes. This bread, because of its large percentage of fat, is eaten without butter, and should be served very hot. "Cracklings" is a name given to the crisp, brown meat tissue left after lard is "tried out." Cracklings consist of connective tissue with a large amount of fat adhering to it. Much of the fat can be removed by pressure. This is best done by squeezing them in a thin cloth while they are still warm or after they have been reheated.

Sour-Milk Corn Bread: Two cupfuls of cornmeal; two cupfuls of sour milk; two tablespoonfuls of butter; two tablespoonfuls of sugar, white or brown; one and one-half teaspoonfuls of salt; two eggs; one teaspoonful of soda; one tablespoonful of cold water. There are two ways of mixing this bread. By the first the meal, milk, salt, butter, and sugar are cooked in a double boiler for about ten minutes. When the mixture is cool, the eggs are added, well beaten, and the soda dissolved in the water. By the other method all the dry ingredients, including the soda, are mixed together, and then the sour milk and eggs well beaten and the butter are added. If the second method is followed, the cold water is not needed? The bread should be baked in a shallow iron or granite pan for about thirty minutes.

Boston Brown Bread: One cupful of cornmeal, one cupful of rye meal, one cupful of graham flour, two and one-half teaspoonfuls of soda, one teaspoonful of salt, three-fourths of a cupful of molasses, two cupfuls of sour milk or one and three-quarter cupfuls of sweet milk. Mix and sift the dry ingredients and add the molasses and milk. Beat thoroughly and steam three and one-half hours in well-buttered, covered molds. Remove

the covers and bake the bread long enough to dry the top. This may be made also with one and one-half cupfuls each of cornmeal and rye meal and no graham flour.

Gluten and Corn Bread: To two and a quarter cupfuls of yellow or white cornmeal allow three-fourths of a cupful of gluten, rye, or wheat flour (preference being in order named); one and one-half cupfuls of boiling water, one tablespoonful of sugar, half a yeast cake (or one cake if haste is an object) dissolved in one-fourth of a cupful of lukewarm water; two tablespoonfuls of butter, lard, or a mixture of the two, and three teaspoonfuls salt. Pour the cornmeal into a dish of boiling water. It is not sufficient merely to pour the boiling water over the meal in a cold dish. If yellow meal is used, heat it a little in addition to pouring it into the boiling water, or mix meal and water and heat it in a double boiler. When cool mix with the other ingredients and knead thoroughly. Place in a baking tin and bake when risen sufficiently.

Zuñi Indian Bread: Mix well together a cupful each of white and yellow cornmeal with a cupful of water, a teaspoonful of salt, an eighth of a teaspoonful of cayenne and a cupful of chopped suet. The Indians shaped this mixture into rolls about five inches long which were wrapped in husks of corn and no doubt baked in the ashes. The modern housewife can wrap them in greased paper and bake them for an hour in a moderate oven.

Apple Corn Bread: Two cupfuls of white cornmeal, two tablespoonfuls of sugar, half a teaspoonful of salt, a teaspoonful each of soda and cream of tartar, one and two-thirds cupfuls of milk and three tart apples. The dry ingredients are mixed first, then the milk is added and all beaten thoroughly. The apples are put in last and the whole is poured into a well-buttered pan and baked thirty minutes.

CORNMEAL MUSH.

SINCE corn was first ground into meal by man it has doubtless been used in the form of mush. The Indians and the

Colonists cooked it in this way and it is still a favorite method of preparation. Nevertheless it seems that few people know how to prepare it properly. Experiments by the Department of Agriculture indicate that the elaborate directions usually given in cookbooks are unnecessary. The common method is to put the meal slowly into boiling water, thereby running the risk of making it lumpy. The Department's experts have found that if the meal is mixed with cold water and heated slowly there will be no lumping and need be no stirring. A double boiler

should of course be used, and the mixture should be cooked for four hours. A fireless cooker is particularly well adapted to the cooking of cornmeal mush, which should be left in it from five to ten hours. The meal will absorb four times its bulk of water or milk, and a little more should be allowed for the fireless cooker.

The Italian polenta differs little except in name from what we know as cornmeal mush, but is served very differently. Cheese is often added during the cooking, and it is often reheated with tomato sauce or gravy, or a mixture of both.

Housewives Against Anonymous Foods

AS a part of the excellent series of bulletins on economical housewifery which it has been issuing since the outbreak of the European war, the Mayor's Food Supply of New York lately published a bulletin in which it advised the use of bulk instead of package goods. Every position previously taken by this Committee had been already taken by the Housewives Leagues throughout the country, but in its condemnation of package goods the organized housewives were unable to go along with it.

The matter seemed so important that the following resolutions were adopted by the National Executive Committee of the Housewives League and forwarded to the Mayor's Food Supply Committee:

Whereas, Since the inception of the Housewives League movement it has been our aim to encourage and promote the use of such food products as are produced, handled and marketed under sanitary conditions; and,

Whereas, This end can only be achieved when the manufacturer's name is plainly placed upon the container or product so that the manufacturing plant may be open to inspection and the manufacturer held responsible for the quality of his product, and,

Whereas, The use of bulk goods tends to encourage adulteration and insanitary handling and nullifies the work accom-

plished by Federal and State authorities in requiring proper labeling of food products; therefore be it

Resolved, That the National Housewives League protests vigorously against the action of the Mayor's Food Committee in recommending the use of bulk goods.

At the suggestion of Mrs. Julian Heath, Chairman of the Committee on Home Economics of the New York City Federation of Women's Clubs, the following resolutions were adopted by that body:

Whereas, It has been the aim of all women's organizations to encourage and promote the use of such food products as are produced, handled and marketed under sanitary conditions; and,

Whereas, This end can only be achieved and insured when the manufacturer's name is plainly placed upon the container, or product, so that the manufacturing plant may be open to inspection and the manufacturer held responsible for the quality of his product and the sanitary conditions under which such products are produced; therefore be it

Resolved, That the City Federation of Women's Clubs urge all food manufacturers to have the name and address of their factory plain marked upon each container.

We may have more to say on this subject in our next issue.

The Economy of Home Baking

THE RISING PRICE OF FLOUR HAS ROUSED
NEW INTEREST IN THIS NEGLECTED ART

By EMMA BOSSONG.

Chairman Domestic Science Committee of the National Housewives League.

THE rising price of wheat and flour, which has claimed so much of our thought during the last month, has aroused great interest in the question of home baking.

To bake or not to bake has long been a moot question with housewives. Theoretically it would seem that the baker, whose business it is to bake, would make better bread than the housewife and at less expense; but bakers have been driven by competition to lower the quality of their product to such an extent that most housewives have relapsed into home-baking after a course of the commercial loaf.

The Housewives League has no doubt as to the wisdom of home baking at any time, in the home possessing ordinary resources, and at the present time unhesitatingly recommends it as a means of offsetting the high price of flour.

As soon as the situation was seen to be acute, the League announced that daily demonstrations in bread-making would be given at Headquarters, No. 25 West Forty-fifth Street, and in order to bring out facts and figures regarding the advantages of home baking it invited the housewives of Greater New York and their employees to take part in a home-baking contest for the week beginning February 22 and ending February 27. All contestants are asked to submit exact figures as to the quantity and cost of ingredients, the weight of the finished product, the time required to make and bake it, and the nature of the fuel used. Both yeast and baking-powder breads are asked for and the contestants may choose between white bread, whole wheat bread, tea biscuits and breakfast muffins. The results will be reported in next month's magazine.

Both the contest and the demonstrations have attracted much attention,

and large numbers of women, eager to be instructed in the art of preparing the staff of life, have attended the latter.

The first question which all of them wanted to have answered was: "Is it really more economical to bake your own bread?"

This question we answered unhesitatingly in the affirmative. The housewife can make a loaf of bread of the size that bakers are now charging six cents for for a fraction over or under four cents, depending somewhat on the quantity in which the flour is bought. At this price she can use the best ingredients, and her bread will not only be cheaper, but will taste better and be more nutritious than the baker's loaf. This is not because the baker charges too much for his product but because the home baker does not have to meet the same expenses that he does. She does not have to reckon with overhead charges. Her overhead charges would go on just the same whether she made bread or not. She doesn't have to count the cost of fuel because she can so plan her work that the fire which she would have to have anyway will bake the bread. She has no delivery problem to vex her and as for labor, she doesn't have to pay wages to herself and if the maid should object to an extra task, something less important can be sacrificed to the bread.

The recipe used for baking bread at the demonstrations at Headquarters called for half a cupful each of milk and boiling water, a teaspoonful each of sugar, shortening and salt, a little less than three cupfuls of flour and a yeast cake. This made a single loaf.

The whole yeast cake was used in order to get quick results, but the housewife would ordinarily use only half this quantity of yeast.

The shortening may be anything in the nature of good fat or oil that one happens to have at hand. Drippings, or tried-out lard, will practically eliminate the cost of this ingredient. Butter, of course, can be used, if one wishes, but with good sweet drippings at hand, there is really no reason for using anything as expensive as butter. One can, too, omit the shortening altogether if one wants to, but it helps to keep the bread moist.

One can also substitute water for milk, but the milk makes a richer bread. In fact, the bread we have been baking at our demonstrations looked almost like cake, more so than some cakes that one buys.

The sugar is used, not to sweeten the bread, but to provide food for the yeast plant. It is not absolutely necessary because the plant also feeds on the starch in the flour, but it hastens the process.

HOW TO SCALD THE MILK.

IF milk is used the first step in the process of bread-making is to scald it, so that it will not sour in the dough. Most housewives would naturally do this by putting it over the fire in a saucepan, but all this labor, as well as that of washing the saucepan, can be avoided by bringing the water that the recipe calls for to the boiling point and pouring it over the milk. When it is about the right temperature for the mixing of the sponge—that is, about 82 degrees Fahrenheit, or what we ordinarily call lukewarm—we add the yeast. As the yeast plant grows best at this temperature and is checked by the slightest chill, all the ingredients should be warm.

The yeast is added to the liquid after having been first dissolved in a small quantity of it, and then everything else but the flour is put in, the shortening, if in solid form, having first been melted. This mixture should be stirred till the salt and sugar have dissolved and then enough flour, sifted and warmed, should be stirred in to make a batter. The batter must now be beaten thoroughly for the purpose of supplying air to the yeast plant. Flour can then be added, a little at a time, to make a dough. Unless one

adds the flour slowly one is apt to put in too much, because it absorbs the liquid slowly.

Now turn the dough out on a slightly floured board, using a spatula, or broad flexible knife, to remove what sticks to the sides of the bowl. With such an implement one can easily remove every particle of the mixture in a few minutes. One sometimes sees almost enough batter left in baking bowls to make another loaf.

Knead the dough till it ceases to be sticky, always remembering to use a minimum of flour, just enough to keep it from sticking to the board and fingers. It is not the flour so much as the kneading that eliminates the stickiness.

AS THE YEAST PLANT GROWS.

THE dough is now ready to rise. Put it in a bowl, cover it, and set it in a warm place. As the yeast plant grows, feeding on the sugar and starch, and upon the oxygen beaten and kneaded into the dough, it gives off a gas which is held in little pockets all through the dough by the sticky and elastic gluten. This makes the dough porous, or light, as we usually say. At the end of two hours, or one hour, if a double quantity of yeast has been used, so much gas will have been formed that the dough will have doubled in bulk.

Now comes the second kneading, the object of which is to let out the gas and replace it with air, and to break up the large gas pockets which would otherwise make the "grain" of the bread coarse. Our mothers and grandmothers used to make very hard work of this kneading. They used all the muscles of the trunk, and their backs got very tired. It is not necessary to use anything but the fingers.

The dough is now ready for the pans. The new supply of air has set the yeast plant to working again, and in from half an hour to an hour, according to the amount of yeast used, it will have doubled in bulk again. It is now ready for the oven, and a loaf of the size we are considering will bake in forty minutes.

If the top is brushed with milk or butter before baking, the crust will be more tender. The oven should be just hot

enough so that the bread will not brown for the first ten minutes and only gradually after that. After baking let the bread cool slowly, without covering, as the retention of escaping steam softens the crust.

By following these instructions carefully any woman can make bread as good as that of the finished cook. I have seen a child of eight in a vacation school make perfect bread the day after she had had her first lesson, and without any further instructions from the teacher. She simply followed the recipe faithfully.

The whole procedure can be compressed into a morning and can be still further hastened by starting the yeast before breakfast. Put part of the flour into a bowl; make a well in the center and pour in part or all of the liquid, with the dissolved yeast and the sugar. Stir in part of the flour, leaving a circle of flour round the outside, and set the bowl

in a warm place. This can be done in a few minutes before breakfast. After breakfast proceed as usual, but allow a half an hour less for the first rising.

DAYTIME BAKING.

THIS daytime bread-making is much better than the old method which called for a smaller quantity of yeast and an over-night rising. When the bread is left over-night one does not always know what is happening to it. The house is likely to cool off as the night advances and it is difficult to provide for this without making the dough too warm at the start. Sometimes bread left over-night rises too much. This is sure to produce sourness, and the housewife who was not awake to see what was happening cannot imagine what is the matter. Sometimes she gets so accustomed to the sourness that she thinks it is the normal taste of bread.

A Recipe for Good Friday

THE custom of serving hot cross buns on Good Friday persists strangely in the midst of all our modernness. The day falls this year on April 2, and with it will come the usual demand for this quaint confection.

A dependable recipe calls for one cake of compressed yeast; one cupful of milk, scalded and cooled; one tablespoonful of sugar and a third of a cupful, measured separately; a quarter of a teaspoonful of salt, a quarter of a cupful of butter; a quarter of a cupful of raisins, or currants; three and a quarter cupfuls of sifted flour, and one egg.

Dissolve the yeast and the tablespoonful of sugar in lukewarm milk. Add one cupful and a half of flour to make a sponge. Beat until smooth, cover and let rise until light, or about one hour, in a warm place free from drafts. Add the butter and the rest of the sugar, creamed; the egg, well-beaten; the raisins or currants, floured; the rest of the flour, or enough to make a soft dough, and the salt. Turn onto the baking-board, knead lightly and place in a greased bowl. Cover and set aside in a warm place until it

doubles in bulk, which should be in about two hours. Shape with the hand into medium-sized round buns and place in well-greased pans about two inches apart. Cover and let rise again about one hour, or until light. Glaze with egg diluted with water and with a sharp knife cut a cross on the top of each. Bake twenty minutes. Just before removing from the oven brush with sugar moistened with water, and while hot fill in the cross with plain frosting.

To make this frosting add just enough milk or water (about two tablespoonfuls) to a cupful of powdered or confectioner's sugar to make a moderately thick paste and flavor with a teaspoonful of vanilla. It is impossible to give the exact amount of liquid required owing to the differences in sugar. Water will make a more transparent frosting than milk.

These buns, of course, will taste just as good at any time of the year as they do on Good Friday, but at other seasons the markings on the top would more appropriately take some form other than that of a cross.

Come To Headquarters

It Is the Housewife's Club and
Every Homemaker Is a Member

NOW that our dream of a National Home has become a reality, we want every housewife in the land to feel that it belongs to her, whether she happens to be a member of the League or not. It is the Housewife's Club and every homemaker is welcome to its privileges.

There is a rest room where you can read, write, rest, and make appointments to meet your friends. Come and use it.

There are going to be lectures by experts every day and several times a day on everything relating to household economy, and already we are having them three or four times a week. Come and hear them.

There are talks for the Junior Leaguers and lessons in candy-making and simple cookery every Saturday afternoon. Bring or send your children.

Tea will be served every Friday afternoon from 3 to 5 o'clock, and the members of the National Executive Committee will be "at home" to all homemakers. Come and enjoy yourself.

The foods, domestic equipment and other things which the Housewives League has endorsed are on exhibition. Come and see them, and ask our Domestic Scientist to tell you all about them.

There is a model kitchen where you are sure to get ideas that will make your own domestic machinery run more smoothly. Come and see it, and let the demonstrator tell you all about it.

The housewife has three problems to consider: housing, clothing and feeding. In our lectures and exhibits we offer you the newest and most practical ideas about all of them. Come and get them.

Don't forget the address: No. 25 West 45th St., New York City.

The Closing of the Milk Bottle

CARELESSNESS IN THIS PARTICULAR
UNDOES ALL OTHER PRECAUTIONS

By MARY DUDDERIDGE.

IN THE whole problem of sanitary containers for food we find nothing more serious than the milk bottle.

Milk, being a perfect culture medium for bacterial life, is the most dangerous of all foodstuffs. It not only harbors germs of all kinds, but provides a medium in which many of the most dangerous varieties grow with inconceivable rapidity. It carries the diseases of the cow to us and gathers up other diseases on its way.

It is the propensity of milk to propagate any microscopic organisms that get into it which makes the question of its container so serious. Unless absolutely protected from all contact with the omnipresent bacterial life of the planet from the hour it leaves the farm until it reaches the consumer, every moment of the journey is fraught with danger.

So far has this fact been realized that the abomination of "dipped" milk has long since passed away among all classes of consumers who possess the rudiments of sanitary knowledge. Instead of being dipped from a can into our own container at our door, or in the store, our milk is now delivered to us in a glass bottle.

The glass bottle, or individual container, was certainly a great improvement over the wholesale container, but everyone who has given any attention to the milk question knows that it is far from being all that might be desired. Its safety depends on its sterilization before refilling, and on its sanitary closing afterward.

This perfect sterilization is a point upon which it is impossible not to feel many misgivings, as those will realize who read the article on "The Vicissitudes of Bottles" which appeared in a recent issue of this magazine, and as for the sanitary closing, it has been ignored to an astonishing degree. The milk prob-

lem is such an overwhelming one that among the many phases of it pressing for attention, the closing of the bottle has been crowded into the background. Yet carelessness in this respect may neutralize all our other precautions. Having made some progress along other lines, milk sanitarians are now beginning to agitate for better capping, particularly of Grade A milk, because it is used for infant feeding.

The question might seem a simple one to the uninitiated, but it is really one of extraordinary difficulty. "The man who invents a perfect cap," said one dairyman, "will make a fortune."

One of the greatest obstacles in the path of progress in this direction is the tendency of improved caps to add to the already high cost of milk. As milk is an absolutely necessary food to every member of the population and its cost is already a heavy burden to the poor, this is a serious matter.

The cap most commonly used is called, for some reason, the "Common-Sense." It is simply a paper disc forced into the mouth of the bottle where it rests on a little projection known to the trade as the "cap seat." If the bottles were carefully handled and delivered straight from the milkman's wagon to the housewife's ice-box, this closing would not be so bad; but under our present system of leaving the bottle on the doorstep until the housewife gets ready to take it in, it affords very inadequate protection to the contents. A covering that will not keep what is inside in, cannot keep what is outside out; and the fact that milk oozes out around the edges of this so-called "Common-Sense" cap shows that it cannot protect the contents from contamination.

As the bottle stands on the doorstep the floating dust of the street, or of apartment-house halls, must inevitably collect in the cup-like depression above

the cap, and the milk, oozing out around the edges and sometimes forming quite a little pool, furnishes an ideal culture medium for any germs it may contain.

The oozing milk also attracts the attention of dogs, cats and flies. Cats, it is well known, sometimes have diphtheria, while the diphtheria bacillus is one of the organisms that grow with great rapidity in milk. As for flies, there is very little, of course, that they do not convey. And since the cap does not keep the milk in, it can hardly prevent some of it running back and carrying these contaminations with it.

We hear a great deal in these days about tuberculin tests, and pasteurization. But what is the use of either if the tubercle bacilli of the streets can find their way into the bottled milk, and if cats and flies can deposit assorted collections of germs on the cap and start them breeding around its edges. Why put clean milk into clean bottles and then seal them so inadequately that the milk becomes contaminated before it is consumed?

A minor objection to this kind of cap is the difficulty of getting it out. Streams of milk squirted in the face of the person who removes it, and broken bottle edges, are among the untoward results of the operation. To obviate this difficulty these caps are sometimes made with little tabs of paper by which they can be pulled out, or tab of steel is inserted in them.

The ideal seal is one which not only affords absolute protection to the milk but which is irreplaceable. With replaceable caps there is nothing to prevent drivers or dealers, when they were out of grade A milk, for instance, from putting grade A caps on the grade B product. For this reason milk sanitarians are

now beginning to agitate for the bottling of all milk in the country and its sealing there with irreplaceable caps.

Many other things that most of us wot not of may also happen to milk during its journey from the farm to our kitchen. One company has adopted an irreplaceable seal for its cream bottles because it was discovered that its drivers were in the habit of pouring small quantities of cream out of the bottle, replacing it with milk, and selling the spoils thus collected. To the intelligent housewife the introduction of milk into her cream is a matter less important than the other things that may be introduced into it at the same time.

To prevent these deals the company in question adds to its Common-Sense seals a paper covering which is secured around the neck of the bottle by a wire clamp which cannot be replaced after it has once been removed.

A closing of this kind is being used for the higher grades of milk, and would solve our problem if it were less costly. Dealers say that it adds a cent a quart to the cost, involving not only the cost of the second covering but that of two capping operations. An extra cent is very little to pay, of course, for safe milk, but a large part of the public is still not educated up to the point of seeing this, and

others are actually unable to meet the additional cost. One company is meeting the situation by offering precisely the same grade of milk with two kinds of seals, a difference of one cent being made in the charge.

Another seal commonly used on the higher grades of milk is similar to that used on beer bottles. It is not absolutely irreplaceable, but the difficulty of removing it and the im-



Courtesy of the Pa Pro Company.

ALL PRECAUTIONS UNDONE.

possibility of putting on another so as to defy detection by the observing is very discouraging to drivers. One of its advantages is that it permits of pasteurization in the bottle. When the paper seals described above are used they have to be protected by some kind of waterproof covering during pasteurization. These caps also are said to add a cent to the cost of the milk, partly because of the greater initial cost and partly because of the greater cost of putting them on.

Midway between these coverings and the old Common-Sense stands a little seal which, while not irreplaceable, does keep what is inside in and what is outside out. It costs a little more than the Common-Sense seal but as these things are bought by the thousand it does not appreciably increase the cost per bottle. This cap is built on the basis of the Common-Sense cap. A disc of paper rests on the cap seat. Above this are two smaller discs filling in the space between the first one and the top of the bottle, and over all is a larger disc covering the lip of the bottle. The four discs are fastened together with tinned wire and the finished seal is put through a

paraffine bath at a temperature that insures sterility. The paper itself is made from spruce fibre, the cleanest product of the kind obtainable.

Food dealers are usually glad to improve their methods when it can be done without cost, and dairymen can often be persuaded to use this seal when they know that the majority of their customers would not "stand for" anything more expensive. It is one of the lesser virtues of such a cap that it can be removed easily without the aid of a fork, or other sharp-pointed instrument, and serves as a permanent cover as long as any milk remains in the bottle.

Housewives should demand that the bottles in which their milk is delivered should be sealed in a sanitary manner. And in whatever way they are closed they should not be opened until they have been well washed all over. Simple as this precaution is, it is neglected by a surprisingly large number of supposedly good housewives. In the case of the Common-Sense seal a large amount of dust can be deposited in the bottle by careless removal. No doubt sediment in the milk is often due to this cause.

German War Breads

GERMAN housewives and bakers are making their bread to-day from a mixture of wheat, rye and potato flour. The government requires the addition of 5 per cent. of potato flour and 10 per cent. of rye to 85 per cent. of wheat, but the percentage of the potato flour is often increased to 20 per cent. The wheat flour must contain 75 per cent. of the wheat berry instead of 70 per cent. as before the war.

In whiteness bread made from flour mixed in this manner differs little from white bread, as potato meal is even whiter than wheat flour, and patriotic Germans declare that it is just as palatable and far more nutritious than the ordinary white wheat bread. They predict that its use will be continued after the present unhappy times are over.

When bread contains more than 20 per cent. of potato flour it is known as "war

bread" (Kriegsbrod) and must be marked with a "K", for which reason it is commonly spoken of as "K" bread.

These mixtures would not be feasible or economical in America, because rye has gone up in the same proportion as wheat, while the potato flour ordinarily sold in our markets is not the same as the German product. The Department of Agriculture suggests, however, that the potatoes might very well be used separately, thus lessening the demand for bread.

If prices change sufficiently to make it desirable from a financial point of view, there is no scientific reason why potatoes should not be substituted to a great extent for bread. "In addition, the potato, like many fruits and vegetables, helps to neutralize an acid condition in the body," the Department says.

Our Campaign for Clean Flour

IT IS ALSO A CAMPAIGN AGAINST THE WANTON WASTE OF A
FOODSTUFF WHICH IS RAPIDLY APPROACHING FAMINE PRICES

NOW that wheat is daily rising in price and the Government is seeking for less expensive substitutes for that hitherto indispensable grain, it is a fitting time to take account of those wastes of our resources which we could scarcely be brought to consider seriously in our more prosperous times.

The wanton waste of flour through the use of improper containers was taken up in our last month's issue, but no attempt was made to estimate the actual amount. Here is a little calculation which any housewife can verify for herself.

The bag of flour sold for family use commonly contains $24\frac{1}{2}$ pounds. When the housewife removes this flour from a cloth container she does not, probably, attempt to shake out all that it contains.

And if she did try to get it all out she would not succeed. Some of the flour would, inevitably, remain in the interstices of the fabric. The average quantity left in the bag can hardly be less than a tablespoonful, and in the case of smaller bags the waste would be even greater for an equal quantity of flour, because of the greater amount of absorbing surface. But we will reckon on a tablespoonful of waste for every $24\frac{1}{2}$ pounds of flour, and take this as a basis for waste on all flour used in the country.

For the big bakers' sacks containing half a barrel such an estimate must be very far within the mark. These bags are particularly wasteful because, owing to their heavy weight, they are pitched around instead of being moved gently like smaller ones, and this encourages sifting. Barrels are just as bad because they are moved very ungently also, and being made from green wood they shrink and form crevices through which the flour sifts, and in which much of it remains when they are emptied.

A tablespoonful of flour is a small quantity, and such a slight loss might seem, at first thought, to be negligible, but when multiplied by the total amount

of flour used in the country we get some startling results. It is easy to make this calculation, because all flour is sold by the barrel, the term being a unit of measure, having no necessary connection with the form of the container. A barrel is 196 pounds, no matter how it is put up.

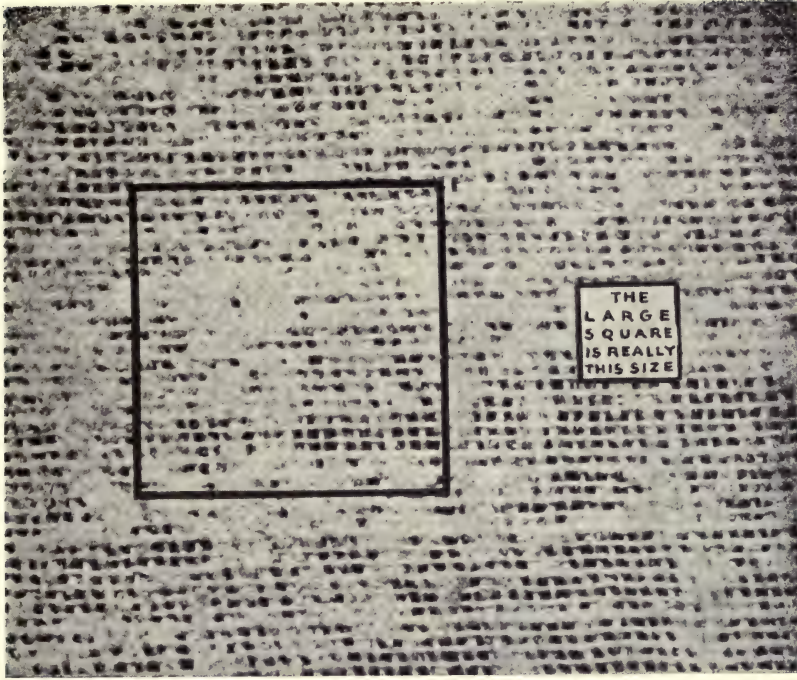
Twenty-four and a half pounds is one-eighth of a barrel and eight tablespoonfuls of flour make a quarter of a pound. Thus we find that for every barrel of flour used in the country a quarter of a pound is wasted.

This, too, is a small quantity, but multiply it by one hundred million, the number of barrels consumed annually, and we get twenty-five million pounds. At the present price of flour, four cents a pound, twenty-five million pounds would be worth a million dollars.

The above calculation is based on the smallest conceivable minimum. That it must be much too small is indicated by the action of the millers themselves who provide against sifting by putting into their containers from three to four per cent. more than the amount they are supposed to hold. Supposing their estimate to be correct, the annual loss must be appalling. If this amount of flour—about six pounds to the barrel—is actually wasted, it means, at present prices, the loss of about twenty-five cents' worth on every barrel. This on a million barrels means a money loss of twenty-five million dollars.

With our former five-cent loaves of bread selling at six cents, with rolls at twelve cents a dozen instead of ten, with two ounces cut from the weight of our ten-cent loaves, and with large numbers of our population unable, even in prosperous times, to buy wheat bread, it is truly astonishing that we should tolerate this waste almost without protest, particularly when it could be prevented by such a simple thing as a rope paper bag for family use, or paper-lined cloth bags for larger quantities.

OUR CAMPAIGN FOR CLEAN FLOUR



MESH OF CLOTH FLOUR BAG AS SHOWN IN AN ENLARGED PHOTOGRAPH OF A SECTION OF CLOTH FROM A FLOUR BAG PURCHASED WITH ITS CONTENTS IN A NEW YORK GROCERY STORE AND TYPICAL OF THE CLOTH GENERALLY USED FOR FLOUR CONTAINERS.



PHOTOGRAPHIC REPRODUCTION OF A SECTION FROM A ROPE PAPER FLOUR BAG ENLARGED IN THE SAME PROPORTION AS THE PICTURE ABOVE. NO AMOUNT OF ENLARGEMENT COULD SHOW ANY OPENINGS.

THE JUNIOR HOUSEWIVES LEAGUE

Yonkers Children Study Economics

INTERESTING ESSAYS ON THE PURPOSE OF THE HOUSEWIVES' MOVEMENT INSPIRED BY ADDRESS OF MRS. HEATH

ABOUT sixty young girls and women from the Homemaking and Domestic Science Classes of the Saunders Trade School attended a recent meeting



MISS MARGARET McLEOD.

meeting of the Yonkers Housewives League and listened to an address by Mrs. Heath on the work of the Junior League. After the address a Junior League was organized amid much enthusiasm, and the next

day one of the teachers in the Trade School sent to Mrs. H. M. Crowder, President of the senior Housewives League of Yonkers, the three little essays given below. They showed such a firm grasp of League principles and presented the same in such an original way that Mrs. Crowder felt that other housewives, actual and potential, ought to have an opportunity to read them. She accordingly sent them to the HOUSEWIVES LEAGUE MAGAZINE for publication.

THE WAY TO CONTROL PRICES

THE only way to control the prices is to buy foods in season and to buy them only from the honest storekeepers.

About three years ago Mrs. Julian Heath organized the first Housewives League in New York City. It was started by seven women who organized for the purpose of finding the reason for the high cost of living.

When the Government investigated

they went to everyone but the housekeepers who are the only ones who can reduce the high prices, as ninety per cent. of all the money spent in the United States is spent by the housewives.

When the Housewives League was organized the first thing they resolved to do was to see that the food they bought was correctly weighed and not to trade with the dishonest merchant, or in the stores where false weights or measures were used.

The second thing they did was to see that the food they bought was clean. The next was to make themselves intelligent about the market prices and see that they were not overcharged.

The Housewives League when first organized consisted of seven women, but to-day it consists of 800,000 women in different cities all over the United States.

A Junior Housewives League has also



MISS JULIA WIRTES.

THE JUNIOR HOUSEWIVES LEAGUE

been organized for the boys and girls to buy only good candy and soda and not the highly colored candy; to drink soda water from clean glasses and to refuse to buy drinks containing stimulants.

MARGARET MCLEOD.

WHAT SEVEN WOMEN DID.

THREE years ago a woman by the name of Mrs. Heath started a Housewives League with the aid of six other women. They started this League to find the cause for the high cost of living. To-day there are 800,000 women who belong to this League.

Before the women started this League the men tried to blame the farmers and other people and the President appointed a committee to settle this matter, but neither way succeeded. The women spend ninety per cent. of the money in this country so they should settle this matter.

After the men did not succeed, the women started to look after weights and measures, for some of the men traded dishonestly. A man once was selling three and one half pounds of sugar for seventeen cents. Mrs. Heath bought three and one half pounds of sugar and weighed it and found it was six ounces short. The man next door who was honest did not get any trade for his sugar.

Housewives should not buy any food which has not been protected from the flies, dust and fingers, unless it can be washed or peeled, and should drink soda water and eat ice cream only from clean glasses and plates.

They should also avoid drinking soda water containing stimulants and buying foods out of season. The housewives should not always blame the grocers, but themselves.

These were all the reasons for which the Housewives League was organized.

JULIA WIRTES.

THE HOUSEWIVES LEAGUE.

THIS league started about three years ago in New York City at the time of the high cost of living. It started with only seven women. The President [of the United States] appointed a commit-



MISS LILLIAN HOWARD.

tee to find the cause of high prices. They went to trusts and other places but not to the women who handled the money. Ninety per cent. of the money passes through women's hands.

Housewives should look after weights and measures. Mrs. Heath told us that one grocer was selling three and a half pounds of sugar for 17 cents and when a woman measured it, it was six ounces short. This dishonest grocer was getting all the trade while his honest neighbor was not getting any.

We should be careful about sanitation. In a store a boy was sweeping and the ice-box door was open. Women should make themselves intelligent about market prices. Men know about market prices from their business.

Potential housewives should be sure about clean candy and about ice cream and soda.

LILLIAN HOWARD.

Danger in Fly Poisons

MANY ACCIDENTS TO CHILDREN FROM USE OF
ARSENICAL FLY-DESTROYERS REPORTED BY PRESS

Editorial from the Journal of the Michigan State Medical Society.

THERE are a surprisingly large number of cases of poisoning of children from one to six years old from the use of arsenical fly poisons. Formerly blotting paper soaked with arsenic was much used. A little piece of this was put in an open saucer with some water and a little sugar. More recently shallow boxes of tin with a wick through the top have come into use, but on account of the childish habit of putting everything to the lips these seem to be as dangerous as the open saucer of poisoned water.

In South Africa the authorities have forbidden the sale, except by licensed chemists, of certain arsenical fly-destroyers, particularly the tin boxes which have a wick or wicks through which the poison is drawn. The fact that sugar is added to draw the flies makes these boxes especially dangerous to young children.

From the first of July to October 15, 1914, the press of a few States reported forty-five cases of the poisoning of children from the use of fly poisons, nine resulting fatally within a few hours. In a number of cases the child at the time the report was made was still very sick. In other cases the child was reported as having fully recovered.

The reports cover only a few States, so are incomplete. Some cases of poisoning from the use of fly poisons are doubtless never reported, for it is difficult, perhaps impossible, for even an experienced physician to distinguish a case of arsenical poisoning from cholera infantum, the symptoms being so similar. How many children have been poisoned by these fly poisons and their deaths ascribed to cholera infantum can never be known.

The cases reported are all children from slightly less than a year old to six or seven years old. In many cases these children are not old enough to tell what they have taken if questioned about their illness, and unless seen taking the poison the chances are that the cause of the illness will never be known and it will be thought the child had cholera infantum. The danger is especially great to the children of the foreign-born, for as is well known, many of the foreigners are slow to call medical aid in case of children's ailments. In country districts, where it often takes several hours to get a physician, it is especially dangerous to use fly poisons.

These fly poisons are often exposed on the window sill because flies are attracted to the light. Babies also are attracted by the light and the window sill being within reach is therefore the most dangerous place to expose poisonous fly-destroyers of any kind.

There are as efficient and more sanitary ways of catching or killing flies, and fly poisons, if used at all, should not be used in any home where there are children or where children may visit.

We have copies of these newspaper clippings on file and will be glad to exhibit them to anyone interested.

Certainly in our propagandas for health conservation, child betterment and educational movements this peril should be recognized and a warning issued so that the coming summer shall not witness a repetition of these fatalities and accidents that are wholly preventable. Arsenical fly-destroying devices are as dangerous as the phosphorus match. They should be abolished.

NEWS FROM THE FIELD

Better Domestic Service for Montclair

PUBLIC SCHOOLS COÖPERATE WITH HOUSEWIVES IN
ESTABLISHING CLASSES FOR DOMESTIC EMPLOYEES

MONTCLAIR, N. J., Feb. 15, 1915

ABOUT a year ago when the Montclair branch of the Housewives League was formally organized, one of the burning questions that presented itself to some of the officers, along with the egg boycott, cheaper ice, and a municipal market, was the regulation of domestic labor. But how to go about it was to the League as much of a problem as it has been to most individuals and communities since the world began.

So we established a Domestic Service Committee, part of whose object was an attempt to evolve some feasible plan of procedure. This committee set about making inquiries from various sources, and I wrote to one of the officers of the National Housewives League asking if she knew whether any other branch had undertaken similar work that might give us light in our groping endeavors. She replied that she knew of no such work, nor of any other domestic service committee in the League at large. If this is the case, I believe that the branches in cities, small or large, where more or less domestic help is employed, are overlooking an important phase of the housewife's responsibility.

In Montclair a large proportion of the

homes require the services of at least one general helper, while many establishments employ the proverbial "retinue" of servants. Yet there seems to be no grading of wages on a basis of experi-

ence or efficiency, and the housewives, intelligent and well-informed on almost any other subject, are strangely ignorant of the legal aspects of hiring help, or of any standard system of training maids.

The Committee first undertook to maintain a private list of special help—cooks, waitresses, seamstresses, nurses, caterers, and even plumbers and carpenters, who were vouched for by members of the League as being proficient and reliable. Access to this very useful list is open only to members, and of course the service is

rendered free of charge.

Then it was deemed advisable to have at hand and to make known to members of the League, the State laws governing employment agencies, there being no town ordinances controlling such agencies. Flagrant violations of these laws were brought to light and the fact revealed that the town authorities had quite overlooked this branch of their duties. This condition is now in process of correction.



MRS. WILLIAM WINTON.

And all the time the great time-worn questions persisted: "Why are we getting such inefficient help and paying for experienced workers? Is there no remedy within our grasp?" The Domestic Service Committee said, "We will see."

A visit to the Superintendent of Schools, Don C. Bliss, gave us immediate hope, for we found in him a ready willingness to coöperate with us to almost any extent desired. The result was the establishment of four classes for housemaids in the Domestic Science Department of the public schools of Montclair.

About seventy young women have been enrolled in these classes. Nearly half of them are colored, while the white girls represent various foreign nationalities, largely Polish.

The Montclair Board of Education and the State share the expense incident to the extra time required of the two domestic science teachers, the local board gives the use of the school kitchen and equipment for the classes, and the housewives of Montclair furnish the students. By this I mean that upwards of seventy women are giving their maids extra time to attend the classes, and are in most cases paying the tuition fee of two dollars to cover the cost of materials used in the course of twelve lessons. And let it be said, in passing, that without the unselfish coöperation of these housewives such a course as we are conducting would be well-nigh impossible.

This first series of lessons is intended to be as elementary as it is possible to make it and yet have it comprehensive

enough to appear worth while. Special emphasis is laid on personal cleanliness, care of the kitchen equipment, and economy of materials.

The cooking lessons cover such subjects as beverages, cereals, sauces, baking-powder and yeast breads, eggs, vegetables, and meats, with instruction also on setting the table and serving a meal. For the last lesson it is planned to have the girls prepare and serve an entire meal.

At the end of the course certificates will be given to the girls who have been faithful and attentive, and we hope that such certificates may become an important part of the reference required of maids when help is being sought by the women of Montclair.

Of course these classes are merely a start on what to us seems the right road toward ultimate standardization of hired household labor. Problems are constantly arising, such as the proper grading of the maids according to mental ability, special courses for the more intelligent and proficient and the moral effect of the training upon both maids and employers. But there is every reason to believe that what is now an experiment will come to be an established part of the domestic science work of the Montclair public schools, with such additions as will make of it a truly complete training school for almost the only untrained workers in the whole category of wage-earners.

FLORENCE BALDWIN WINTON,
*Chairman Domestic Service Committee,
Montclair Housewives League.*

Standardizing Domestic Service in Portland

PORTLAND, ME., Feb. 12, 1915.

THE Portland Housewives have undertaken to standardize domestic service, for the mutual advantage of mistress and maid. We wish to put domestic service on the same plane as work in the factory or office, and thus remove the social stigma that now attaches to it, and eliminate, if possible, the term "servant."

At the meeting where this plan was presented to the League, the advisability

of a rule whereby any woman who gave out an untruthful recommendation to her employee should be fined for the first offense and dropped from the League for the second was discussed, and there was quite a general agreement that this should be done.

The German plan for the regulation of domestic service was discussed and dismissed as impracticable in this country. By this system each woman who enters

(Continued on page 6a)



Healthful Food for the Children

is assured when made at home with Royal Baking Powder.

Royal Baking Powder contains no alum. It is made from pure cream of tartar, which is derived from grapes. Hence, it assures wholesome and appetizing food, free from all adulterants that may go with inferior substitutes.

ROYAL BAKING POWDER

ABSOLUTELY PURE

CONTAINS NO ALUM

(Continued from page 28)

domestic service receives a book in which is recorded her professional career from the beginning up to date. It shows all changes of employers, gives her credit for work well done, and sets forth the points in which she fails. Whenever there is any change of residence the books have to be presented to the police authorities.

The plan which we propose is to adopt a standard whereby our domestic employees are to be judged, and to recommend, or refuse to recommend them, upon this basis; to establish a Training School for Domestic Service; and to maintain a bureau for reliable domestic help.

The training school is already taking

shape in the form of a class for maids in one of the public schools, the School Board having given us permission to use its equipment, while we are responsible for the pay of the teachers. We hope to have the arrangements complete by the end of the month.

The Portland League is also trying to secure a better milk supply for the city and to that end has pledged itself to co-operate in every possible way with the Board of Health in its efforts to secure a system of inspection which will have for its first object the investigations of conditions at the farm.

SARAH WILLARD STROUT,

President Portland Housewives League.

What Organization Has Done in Houston

HOUSTON, TEXAS, Feb. 10, 1915.

OUR second Vice-President, Mrs. J. A. Hautier, asked a bright woman a few days ago to become a member of the Housewives League.

"Why should I join the Housewives League?" she asked. "I have my house on a cash basis, I do my marketing myself, do my own housework, and plan so as to order groceries not more than twice a week. I am economical in both cooking and buying. I do not see what good it would do me to join the League."

"Do you get your groceries any cheaper by paying cash?" Mrs. Hautier asked.

"No."

"Do you get them any cheaper by not ordering four or five times a

day, just as you happen to think of it?"

Her answer was again "No."

"Don't you think you ought to get your foods cheaper by paying cash and helping cut down the delivery costs of the merchant?" Mrs. Hautier then asked.

"Why, of course, I think so, but the grocers tell me that some one has to pay for the bad accounts; and they have to keep the delivery wagons, so they might as well use them. You see, he told me that one or two women did not make enough difference to justify him in making an exception in their case."

Mrs. Hautier then told her the story of the man who gave an Indian a large bundle of tiny twigs securely tied to-



MRS. J. EDWARD HODGES.

(Continued on page 8a)



Nabisco Sugar Wafers are tempting morsels. Ne'er were fairy sandwiches more delectable than these cream-centered dessert confections. Serve them with ices, creams or beverages. In ten-cent and twenty-five-cent tins.

ADORA Sugar Wafers—Another dessert confection with sweetened-cream filling.

NATIONAL BISCUIT COMPANY

Advertisements for food supply stores are guaranteed for sanitation only.

(Continued from page 6a)

gether and told the Indian to break them. The Indian, who was noted for his strength, could not break the bundle and handed it back to the man. The man untied the bundle and very easily broke each twig separately.

This illustrates why housewives should join the League. A few women buyers scattered over the city are individually powerless against the organized sellers of any necessities of life. But all the women of Houston, as organized buyers, standing together, can change this system and bring about a better understanding between merchant and consumer. If we all pay cash and help reduce the delivery costs, we will be given the benefit of our saving.

The following are some prices which the Housewives League has been able to obtain in Houston by arranging with the various dealers for cash payment and a minimum amount of delivery service, and which, at our suggestion, are advertised in the Houston papers:

Rib Roast	15 cents
Clod Roast	15 "
Rump Roast	15 "
Shoulder Roast	15 "
Hamburger Steak	12½ "
Chili Meat	12½ "
Brains, per set	12½ "
Beef Stew, Briskett	10 "
Round Steak	15 "
Sirloin	15 "
Tenderloin	15 "
Porterhouse	15 "
Club Steak	15 "
Lamb Legs	15 "
Lamb Chops	15 "
Lamb Shoulders	13 "
Lamb Stew	10 "
Spare Ribs	12½ "
Pork Sausage Meat	12½ "
Pork Sausage	20 "
Pork Chops	15 "
Pork Loin	15 "
Jersey butter, fresh daily	35 "
Fresh eggs	35 "

All these prices are good until further notice. Some "specials" lately advertised are fresh pork hams at 14 cents a pound, dressed hens at 17 cents a pound, fresh pork shoulder at 12½ cents a pound, guaranteed fresh eggs at 30 cents

a dozen, red snapper at 11 cents a pound, and oysters at 50 cents a hundred and 25 cents a pint.

The dealer who advertises the meat prices is the hero of the hour in Houston because he had the courage to try out the "cash-only" system at our suggestion. He has not been able to take care of the business that has come to him since and is now planning to get into larger quarters.

He reduced the price of his best cuts from 25 cents to 15 cents right at the start. You will note that he charges 15 cents now for pork and lamb as well as beef. He has agreed not to reduce the price of veal and not to advertise it at all.

Through the efforts of the Housewives League the consumption of veal has been greatly reduced in Houston, and we are anxious that the city shall go on record as having entirely eliminated this food. Texas, as the great cattle-growing State of the Union, should lead in this form of conservation, and Houston should lead in Texas.

After the plan of cash payments and minimum delivery had worked out so well with meat we had no difficulty in getting a fish and oyster firm to adopt it. They made a cut from 15 cents to as low as 8 cents per pound, according to the prices at which they were able to buy. They, of course, have to vary their prices, going down when fish is plentiful. This has never been done before. There was a regular price the year round, and the excess was left in the fishermen's hands to be dumped back.

The last thing we have accomplished of special interest is to secure the promise of the Mayor that as soon as the annex to City Hall is completed the farmers and truck gardeners who now sell their stuff from the sidewalks of the City Hall Square will be permitted to occupy the basement. Long tables will be erected for them and they will be charged a small daily rental.

MRS. J. E. HODGES,
President Houston Housewives League.



A Big Kitchen Help As Well as a Towel —Absorbent

IMMEDIATELY you hang up a roll of *Absorbent* ScottTissue in your kitchen you not only provide yourself with an individual towel that saves your linen and washing bills, but you also provide yourself with a time and labor saver of infinite value in your home work.

Know how to use them—"like a blotter"—and what to use them for.

For instance, *Absorbent* ScottTissue is fine for polishing cut glass, mirrors, silverware, pianos, brassware; or cleaning range or stove or windows or faucets. ScottTissue is just the thing for absorbing grease from fried foods or absorbing spilt liquids. We can't begin to enumerate all the uses for ScottTissue here; only a trial in your home will convince you of its endless usefulness.

Absorbent Scott's Tissue Towels

Junior Roll, 10c.

Standard Roll, *25c.

Large Roll, *35c.

Made by Scott Paper Company, also makers of **Quality Toilet Papers**



Scott's Tissue Toilet Paper

Soft as old linen

A high grade, soft, snowy white absorbent paper. Sold in large, tight wound rolls, 10c per roll.

725

SCOTT PAPER CO.
Phila., Pa.

Sani-Tissue Toilet Paper
Soft and clothlike

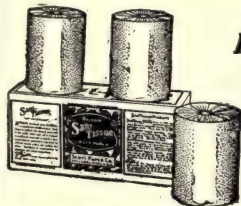
The balsam treatment makes the paper soft and medicinal. Always demanded wherever it has once been used. Three rolls in dust-proof carton, 25c.

Above goods sold at all progressive dealers.

Read Big 50c Offer in Coupon

SCOTT PAPER COMPANY
725 Glenwood Avenue,
Philadelphia, Pa.

* Prices slightly higher in Canada.



Dear Sirs:
I enclose 50c (75c in Canada). Please send me (prepaid) 1 Jr. Roll Scott's Tissue towels. 1 Neat Fixture. 1 Pure White Scott's Tissue Table Cover. 1 Package of 12 Scott's Tissue Dyees. 1 Roll of Scott's Tissue Toilet Paper. 1 Roll Sani-Tissue Toilet Paper. And 1 other roll of high-grade Toilet Paper. All for 50c (75c in Canada).

Name _____

Address _____

Town _____ State _____

Advertisements for food supply stores are guaranteed for sanitation only.

The Housewife's Book Shelf

REMEDIAL DIET AND THE CHEMISTRY OF FOODSTUFFS

"Encyclopedia of Diet." A new work in five volumes by Eugene Christian, F.S.D. Bound in three-quarter morocco and printed in large type, on rag linen paper. Regular price \$25.00. Discount of 40 per cent. to members of the Housewives League. Published by The Christian Dietetic Society, No. 213 West 79th St., New York City.

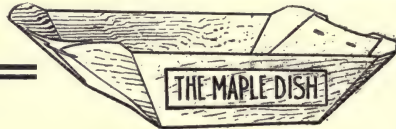
THE food question, always the fundamental problem of human society, seems lately to have become one of the most popular issues before the American people. Yet in all the books and articles on the subject which are constantly being published, there is a great lack of any real practical knowledge gained from the school of experience, especially in regard to the prevention of digestive disorders by scientific eating. In spite of all our talk the public remains, in mat-

ters of diet, very much in the position of the sick man turned loose in a drug store with the advice to heal himself.

It is safe to say that there is not one housewife or mother in a thousand who knows how, or even makes any attempt to adapt the family diet to the work and age of its various members, or to the seasons of the year. Yet these three things should never be lost sight of in the arrangement of meals.

Dr. Christian's "Encyclopedia of Diet" deals not with theories, or general principles, but with the actual practical application of dietetic laws. It grew up with his own practice in dietetics, having been begun with the latter twelve years ago. During this time he treated

(Continued on page 12a)



WHEN a retailer sells you bulk food and puts it into a MAPLE DISH you are pretty sure that the retailer is selling you wholesome food that has been kept in a sanitary manner for THE MAPLE DISH IS THE MARK OF A SANITARY STORE. You won't find it in the stores where sanitation is ignored. There are dozens of other dishes which are "cheaper" but which are neither sanitary nor attractive. Buy bulk goods freely from clean grocers. Cost is less every time, quality being equal.

Here's Convenience and Milk Protection

Madam, you are interested in the question of pure, clean milk, for it concerns not only the health of your immediate family, but the health of the entire community.

Most milk dealers, like most men in any business, try to do the right thing. Their very trade depends on the purity and cleanliness of the milk they leave on your doorstep each morning. But they have overlooked one important feature—that of *protection* from the dairy to *your* table. Ask your milkman to serve you milk sealed with San Lac Seals and sold as



SAN LAC SEALED MILK

—it's the safe, sure way for you to *know* that the milk you and your family consume is *absolutely* free from dust and germs that produce typhoid, diphtheria, tuberculosis and other serious diseases.

Milk sealed with ordinary caps is easily contaminated. When the cap is removed, *some* dirt is bound to get in. Notice the illustrations below—they show the *protection* and *convenience* the San Lac Seal affords as against the ordinary caps.

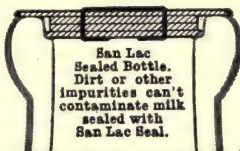
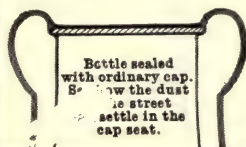
Mail us the coupon below and we'll send you samples of San Lac Seals. Show them to your milkman; tell him you want *your* milk sealed with San Lac Seals. He is too good a business man to overlook such requests from his customers, especially when the adoption of the San Lac Seal will place his milk in greater demand.

The Pa Pro Company

Makers of Paper Products

LOWVILLE

NEW YORK



**The
Pa Pro
Company**

Lowville, New York

Please send me samples of
the San Lac Seal.

Name _____

Address _____

My Milkman's }
name is }

His address _____

Advertisements for food supply stores are guaranteed for sanitation only.

(Continued from page 10a)

something over 23,000 cases of stomach and intestinal trouble, and the information gained from this vast experience has been crystallized into his Encyclopedia.

Volumes 1 and 2 give the technical reasons for the selection, combination and proportioning of foods, according to age, occupation and season of the year.

Volumes 3 and 4 are devoted to menus. Several thousand meals are given, every one of which has been prescribed to some patient suffering from some form of stomach and intestinal trouble,—fermentation, insomnia, obesity, emaciation, or any of the numerous disorders which follow imperfect digestion of food.

The books have been written especially with a view to making the information they contain plain and comprehensible to anyone who can read the English language. If the mother, the housewife, or the cook, does not care or has not time to learn why certain foods should be put on the table at certain times, she can turn to the menus and be guided by them.

If a member of the family has indigestion, sour stomach, fermentation, intestinal gas, headache, or any form of stomach or intestinal congestion after a meal, the food remedy can be put on the table at the next meal.

Diet has not usually been regarded as a romantic subject, and only lately has it been even interesting to any great number of people; but one critic writes about Dr. Christian's Encyclopedia as though it were poetry or religion.

"No books that I have had in my hands for years have thrilled and illuminated me as have the five volumes of Dr. Christian's "Encyclopedia of Diet," says Dr. Edgar Whittaker Work of the Fourth Presbyterian Church of New York City. "It is the life work of a profound student of humanity, one who has had experience and has interpreted with genius, the ailments and sufferings of the people, and given them a remedy. The Encyclopedia is more than a work of brain and genius; it is a work of sentiment and of heart. The author writes as a servant of mankind. It is a message of good tidings. It is hope and answered prayer."

(Continued on page 14a)

What a Million Mothers Avoid

More than a million careful mothers have intuitively known the dangers of poisonous fly destroyers. They have known that such preparations contain arsenic in deadly quantities. They have realized the peril to little children that accompanies the use of fly poisons.

But for those who have not learned of these dangers, we quote from a recent issue of the Child Betterment Magazine, which comments upon 35 cases of children being poisoned last year:

"The danger to children it great, and the danger to adults is by no means inconsiderable."

In the December issue of the Michigan State Medical Journal, an editorial on the same subject cites 47 cases and goes on to state:

"Arsenical fly poisons are as dangerous as the phosphorus match. They should be abolished. There are as efficient and more sanitary ways of catching or killing flies. And fly poisons, if used at all, should not be used in homes where there are children, or where children visit."

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will be mailed to you, FREE, if you write us a post-card request. It contains nearly 200 recipes for simple and elaborate dishes compiled by Marion Harris Neil.

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THE HOUSEWIFE'S BOOK SHELF

(Continued from page 12a)

"Food Products." By Henry C. Sherman, Ph. D., Professor of Food Chemistry, Columbia University. Illustrated. 594 pages. Price \$2.25. Published by the Macmillan Company, New York.

IN the days of our grandmothers food was food, the main distinction recognized between the different varieties of edibles being their palatability and availability. To-day it is sometimes difficult for the lay person to distinguish between food and poison.

Such apparently simple problems are the subject of hot dispute, some of it not altogether disinterested, and the housewife who thinks at all feels that she must have a little scientific knowledge about the constituents and functions of the various foodstuffs if she is to steer her way with any degree of success amid the breakers of controversy and commercialism.

So rapid, however, has been the advance in the study of food and its functions, and to such an extent have new processes for handling, preserving and manipulating foods been multiplied, that only experts have been able to keep measurably well-informed on the subject. Dr. Sherman meets an urgent need in bringing together a vast amount of scattered knowledge which has heretofore been inaccessible as a whole.

His book goes very fully into the chemistry of food and discusses impartially the latest theories about the effects of various edibles upon the body. It also throws light on such mysteries as the "floating" of oysters and the "processing" of butter. It describes the manufacture of butterine and glucose, and tells us all about commercial canning, cold storage and trade practices in the egg industry. A chapter is devoted to food legislation and in the appendix are to be found the rules and regulations for the enforcement of the Food and Drugs Act and the more important Food Inspection Decisions.

"Self-Training for Mothers." By Maria B. Chance. 277 pages. Price \$1.25. Published by J. B. Lippincott Company, Philadelphia.

TIME was when the so-called "mother instinct" was supposed to qualify the mother for her task of caring for the

(Continued on page 16a)

Wesson Oil is choice enough for the finest salad, yet economical enough even to use for cooking.

The secret of a good salad is the dressing. The secret of a good dressing is the oil.



Four of the ten recipes for salad dressings in Mrs. Rorer's book. May we send the book to you with our compliments?

French Dressing

This should be made at the table. Rub the bottom of a small bowl with garlic; put in a half teaspoonful of salt, a dash of Tabasco sauce, and a piece of ice the size of an egg. Press a fork in and stir until the salt is dissolved; remove the ice, add six tablespoonfuls of Wesson Oil and one tablespoonful of vinegar. Beat quickly until well mixed, pour over the salad, toss and serve. If ice is not at hand, use a tablespoonful of cold water, just enough to dissolve the salt. Lemon juice may be used instead of vinegar. If the Oil floats, too much vinegar has been used.

English Dressing

Put the salt, pepper and a half teaspoonful of mustard into the bowl; add the water or ice, the Oil and vinegar, the same as in French dressing.

Italian Dressing

Rub the mixing bowl with a clove of garlic; add the salt, Tabasco sauce, a teaspoonful of tomato catsup, and stir until well mixed. Add six tablespoonfuls of Wesson Oil, a teaspoonful of grape or tarragon vinegar; beat thoroughly, and pour at once over sliced tomatoes on lettuce leaves.

East Indian Dressing

Slice a clove of garlic and mash it in the mixing bowl; add a half teaspoonful of curry powder, a half teaspoonful of salt and a dash of cayenne. Mix thoroughly; add a teaspoonful of onion juice, six tablespoonfuls of Wesson Oil and one tablespoonful of lime or lemon juice. Beat until thoroughly mixed, and pour over grape fruit, orange pulp, or avocado pear cut into dice on lettuce leaves.

Wesson Oil

makes the most delicious salad dressings of every sort, and costs only one-third as much as imported olive oil anywhere near so good. Save 60c a quart on oil and have salads oftener.



Save the coupons now given with every can.

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and in convenient 25c and 50c cans—square screw-top cans that fit the refrigerator and pour easily. If your grocer hasn't Wesson Oil, send us 25c (in stamps if that is more convenient) and your grocer's name. Address The Southern Cotton Oil Co., 90 West Broadway, New York.

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HOME BUDGET

Room 2 Budget Building Troy, N. Y.

THE HOUSEWIFE'S BOOK SHELF

(Continued from page 14a)

human plant. The superstition still lingers in some quarters, but for the most part it has been recognized that the more instinct of any kind is tempered with knowledge the better it will work.

The demand for the education of the mother instinct has produced a goodly crop of literature and the end is not yet, for the child is a fruitful field of study, and our child students, numerous and diligent as they are, have by no means exhausted it.

The latest contribution to the subject, "Self-Training for Mothers," by Mrs. Burton Chance, deals mainly with the spiritual needs of the child and argues, as an indispensable condition of meeting these needs, a mental and spiritual equipment, not only of the mother, but of both parents, which the author finds to be lacking in "nine homes out of ten."

"Too often," says the book, "marriage puts an absolute end to the mental life of the wife and the strength of the young husband is turned at a sharp angle from pursuits of an intellectual nature into the treadmill of business."

It is the very devotion of such parents which causes their mental stagnation, and everything necessary for the physical well-being of the young things in their care is provided. So long as physical needs predominate over mental and spiritual the latter may feel no lack; but there comes a time when creature comforts fail to satisfy and the home, "while still providing a shelter for the bodies of the children," becomes a place in which their minds find no sustenance.

The result is a tragedy so common that it fails usually to impress us. The parents, "sometimes rudely, sometimes gently, but always quite surely, are pushed out of all that is vital" in the lives of the younger generation.

"Laundering." By L. Ray Balderston, Instructor in Laundering, Teachers' College, Columbia University. 214 pages. Illustrated. Price \$1.25. Published by L. R. Balderston, 1224 Cherry Street, Philadelphia.

UP to the time that Miss Balderston published her "Laundry Manual," the art of cleansing human habiliments and household furnishings by the aid of

(Continued on page 18a)



From Florida Groves To Your Fruit Cellar

No human hand touches oranges and grapefruit grown by members of the Florida Citrus Exchange from the groves to your fruit cellar if you buy them by the box. The men who pick the fruit from the trees and the girls who pack into the shipping boxes after it has been washed and dried and graded by machinery—all the workers who have to do with getting the fruit ready for market, wear white gloves. Only the most select of the fruit produced in the fertile groves of Florida, by the latest and most effective methods of cultivation—is offered under this brand

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Look for this mark in red on boxes and wrappers. It is a guarantee of quality and your protection against unripe, immature fruit of inferior quality. The Florida Citrus Exchange is a non-profit making, co-operative organization of orange and grapefruit growers who realize that their prosperity depends upon how fully their product satisfies the consumers who buy it. The members are pledged to ship only good fruit, ripened on the trees, in prime condition, and to sell it at prices which yield them a fair return on their labor, give the consumers full value for their money, and allow the dealers a proper margin of profit.

Most up-to-date groceries and fruit stores carry Exchange fruit in season. Ask your dealer to supply you and if he won't, write to us for the name of one who will. Booklet telling many ways to use oranges and grapefruit for four cents in stamps.

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Yours for the asking.

THE FLEISCHMANN CO.,

701 Washington St.

New York

THE HOUSEWIFE'S BOOK SHELF

(Continued from page 16a)

water does not appear to have been considered worthy of a text-book. Since then it has made such progress that it is almost impossible to keep abreast of it. Hence a new book, bringing the subject up to date.

"Laundering" is intended for the use of the housewife as well as for the student and the teacher, and while the specialist finds each subject comprehensively covered, the material is arranged in a form convenient for reference, so that the amateur may select from it just the facts that she happens to need. All the devices which have been found to be of use in the never-ending task of keeping the world clean are described and illustrated, and much attention is given to stains and special methods of cleaning.

"Planning and Furnishing the Home." By Mary J. Quinn, Instructor in Design, School of Household Science and Art, Pratt Institute. Illustrated. 190 pages. Price \$1.00. Published by Harper & Brothers, New York and London.

THERE are few women, or men either, with souls so dead as to be impervious to the charm of furnishing a home.

Unfortunately there are comparatively few who also possess the knowledge necessary to produce an ideal setting for the family life.

We all agree in words as to what makes a beautiful house. We know that there must be harmony of color, beauty of arrangement and suitability to the family needs; but how attain these ends? Too often the task which was entered upon with joy results in the collection of a great many things which soon become a weariness and vexation to the spirit, and which, because of their cost, have to be endured for years and perhaps for life.

Miss Quinn's book is designed to prevent these tragedies. It is not intended for the interior decorator, who is already sufficiently well provided for, but for the ordinary home-maker. It has brought together in convenient form a large amount of material which is not easily found between two covers and which is adapted to the needs, not only of those who are going to construct a new home from the foundation up, but of those who have only a modest apartment, or perhaps a single room, to furnish.

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A National Movement for the Federation of Housewives

VOLUME V

APRIL, 1915

NUMBER 4

MRS. JULIAN HEATH, Editor

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MRS. FRANCIS BOWES SAYRE
Honorary Vice-President of the National Housewives League

HOUSEWIVES LEAGUE MAGAZINE

VOLUME V

APRIL, 1915

NUMBER 4

Pointers for Poultry-Buyers

THE IGNORANCE OF THE CONSUMER HAS LED
TO MUCH DECEPTION IN THIS LINE OF BUSINESS

By MARY E. McOUAT.

THE demonstrations and lectures which are now being given at the Headquarters of the National Housewives League are nothing if not practical. For the meat-cutting demonstration which opened the series real sides of beef and mutton were transported to Headquarters and real butchers were there to do the talking. For the poultry demonstration which came some time later a bit of Washington Market was transferred to the Assembly Hall, a real poultry stand being set up for the occasion.

On and around the stand were chickens and other less familiar varieties of the genus hen, turkeys, geese, ducks, guinea hens and squab, with bits of parsley stuck between them to give a festive air to the display. Philip Alexander, of the firm of George Alexander, one of the best-known poultrymen in Washington Market, was also there wearing the long white coat which is his business uniform, and at the other end of the hall was a collection of weights and measures ingeniously devised for the deception of a gullible public.

Mr. Alexander, who had come to tell the housewives something about the tricks in the poultry trade, began his talk with an allusion to the "collection of antiquities" at the other end of the room. It was a pity, he said, that the energy which they represented could not have been put into something useful. It was quite possible, however, he added, to defraud the purchasing public without the use of any such agencies, and his own trade was not guiltless in this respect.

Before proceeding to the selection of chickens, Mr. Alexander explained that there are half a dozen varieties of the hen tribe as known to the trade. Technically speaking, only the young male is a chicken. The young female is a pullet, and the old female is a fowl, while the old male is a rooster. The capon is a male specially treated, and the broiler is almost invariably a very young male.

THE SLAUGHTER OF THE MALES.

THIS wholesale slaughter of the males upon the gastronomic altar is due not to any superiority in the flavor of their flesh, but to the greater economic value of the female.

"The pullet is probably better-flavored than the chicken," said the demonstrator, "but it would be poor policy for a farmer to sell his pullets, because they are valuable for egg-laying. The roosters are killed young because they are of no other use."

"If you are buying a chicken," Mr. Alexander continued, "and want to be sure you are not put off with a rooster, feel its breast-bone. If the projecting part terminates in soft gristle, the bird is young. Some dealers break the breast-bone for the purpose of deceiving the customer, but it is easy to tell the difference between a broken bone and the naturally soft gristle."

"The condition of the spurs also reveals the age of the male. If there are no spurs, it may be assumed that the chicken is not more than three or four months old. If there is a small spur, he is between six and seven months old

and still perfectly good eating; but if the spur is nearly half an inch in length, you have got an old fellow. Sometimes dealers take off the spurs, but that always leaves a red mark which shows plainly what has been done.

"The mere age of a chicken, as of any other bird, however, is a matter of only relative importance. If it is well fed and cared for, its flesh will remain tender longer than it would otherwise. Chick-

A scalded bird shows scarcely any grain."

This brought out a question as to what the familiar term "dry-picked" means, and Mr. Alexander explained that feathers can be removed much more easily and cheaply by scalding the bird than by pulling them out without such treatment. The process, however, does not seem to have any advantages for the consumer.

"Scalded poultry is half-cooked when it reaches you," said the demonstrator. "It doesn't 'stand up' as well as the dry-picked kind, and poor poultry is plumped out by this process. Scalded poultry may be known not only by the absence of grain but by the tenderness of the skin."



Courtesy of the Cyphers Incubator Company.

A REALLY GOOD CAPON HAS NO COMB.

ens are just like human beings in that respect; when they have to scratch for themselves they get old and hardened before their time.

"It isn't so easy to tell the age of a female as to tell that of a male, because the breast-bone of the female hardens early. An expert can tell at a glance, but for the lay person it is not so easy. The best test I know is the condition of the scales on the feet, which are smooth in youth but hard and thick in age. The old bird is more hairy than the young one, and there is also a difference in the so-called grain of the skin. This applies equally to the male. When a bird has been picked, the flesh will be found to be covered with small protuberances like goose-flesh. When the skin is young it is tender, and the removal of the feathers pulls out these protuberances and makes them more pronounced. In an old bird the removal of the feathers hardly leaves a mark. If the bird has not been dry-picked, however, this test will not apply.

is not to be despised, it appears. She is not usually chosen for roasting, unless she is only moderately old, but she is excellent for soup, fricassee and salads.

"A fowl, in fact, is the most economical bird you can buy," said the demonstrator, "but be sure you don't let your dealer sell you a rooster instead. He will do it nine times out of ten if you don't know the difference, and the difference is so obvious that it is absurd that the public should submit to such deception. The rooster always has a large comb, and the hen rarely has one, except in the case of Leghorns. The Leghorn hen has quite a big comb, but Leghorns are usually bred only for egg-laying. As chickens and fowls they are tough, but the young males are sold for broilers.

"There is a difference of from 5 to 7 cents between the price of a rooster and that of a fowl, so it is worth while to use your eyes and see that you are not compelled to pay from 22 cents to 24

POINTERS FOR POULTRY-BUYERS

cents for a bird that ought to be sold to you for from 16 to 18 cents.

A BASE DECEIVER.

“THE capon is the cause of more deception than almost any other bird in the market. For some reason he is usually offered for sale with his tail feathers still in place and feathers on his neck and legs. It is a ridiculous custom because the consumer pays for the feathers, which may weigh as much as half a pound; but some people wouldn't buy a capon unless he was fixed up in this way, and some of them will buy any sort of a fowl as a capon so long as it has this arrangement of feathers. You may recognize a capon, however, either by the smallness of his comb, or its absence. Some capons have a small comb, but a really good bird has none at all. Dealers sometimes cut the comb from roasting chickens and sell them as capons, but you can always tell that it has been done.

“You may usually know a Philadelphia capon from a Western one by its feathers. Our Eastern or near-by poultry-raisers go in for fancy breeds, but most of the Western farmers stick to the common Plymouth Rock, which has speckled feathers.”

“What do you mean by a Philadelphia capon?” asked one of the housewives.

“The word ‘Philadelphia,’ as applied to poultry, simply means good breed and



Courtesy of George Alexander.

AN “OLD FELLOW,” AS SHOWN BY HIS LONG SPURS AND COARSE SKIN.

feeding,” said the demonstrator, “and arose from the fact that years ago the country around Philadelphia went in for good breeds and careful feeding. It is now applied generally to Eastern poultry, because in the East, and especially in the vicinity of New York, poultry-raising has become a specialized business. In the West it is an incident of general farming. There is no reason, of course, why Western poultry shouldn't be just as good as Eastern, and some very good poultry does come from the West; but Western stock is mixed, good and bad, while that from near-by poultry farms is uniformly of a high grade.”

Coming to the subject of turkeys the demonstrator asked:

“How many of you have ever asked for a large hen turkey and got a tom, or asked for a small tom turkey and got an old hen?”

The laughter of the audience indicated that



Courtesy of the Certified Farms Company.

A FLOCK OF PRIZE WYANDOTTES. BRED FOR EGG-PRODUCTION, THE YOUNG MALES ARE SOLD FOR BROILERS AND ROASTERS.

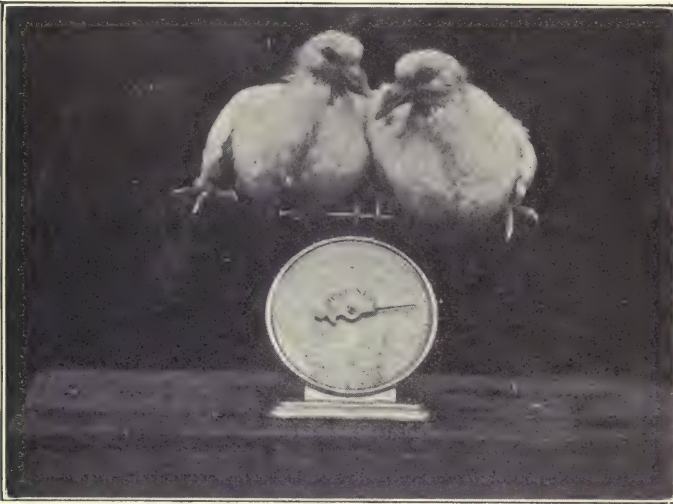
it had frequently suffered that particular form of deception, but no member of it will ever be so deceived again. Nature has plainly marked the difference between male and female turkeys, and the dealer can't remove the mark without leaving a mark of his

turkey is rarely young if it weighs more than twelve or thirteen pounds.

"Thanksgiving is not the best time to buy turkeys, because you can't have good turkeys without cold weather. The turkey is a very restless bird and in warm weather travels miles and miles a day. Therefore it never gets fat in warm weather. As soon as the weather gets cold its habits change. It will sit on the limb of a tree, or on a fence, for days and days at a time, and then it begins to put on flesh and becomes good eating. Turkeys are at their best about Christmas time."

THE DUCK'S WINDPIPE.

TO be able to distinguish a young duck from an old one is a very important matter, because, as the demonstrator explained, after ducks have attained their full size they actually



Copyright by Brown Bros.

WEIGHING SQUABS TO SEE IF THEY ARE READY FOR MARKET.

own which shows what he has done. Everyone who has ever been on a farm has noted the peculiar fleshy growth which rises from the top of the gobbler's head and lengthens out portentously when the lordly bird is angry. The hen turkey has a similar adornment, but it is only about half an inch long, while that of the male attains a length of two or three inches. In these degenerate days, however, many persons have never seen a farmyard. Hence the bare-faced palming off of one sex for another in the turkey business. There is also a difference in the shape of the head, that of the hen being shorter and flatter than the tom's.

"If you want a small turkey weighing from ten to twelve pounds, you had better get a hen," said the demonstrator, "because a hen has more flesh in proportion to bone than a tom of the same size. If you want a large bird, the tom is the best because it remains young up to twenty pounds and over. A hen

get smaller and run all to breast-bone. Fortunately there is a very simple test for the age of both ducks and geese. The windpipe is isolated, and if on being squeezed it gives way and emits a crackling sound beneath one's fingers, one may know that all is well. If, on the other hand, it is found to be as hard as iron, the bird may be known as one past its prime. Unscrupulous dealers sometimes try to destroy this piece of evidence by crushing the windpipe along its whole length, but the device need deceive no one. The fact that the windpipe has been squeezed to death is perfectly apparent. Furthermore, the bill of the duckling breaks easily when bent backward. In the case of geese the age may also be known by the tenderness of the skin beneath the wing. In youth the fingers may be poked through it.

"The duck," said the demonstrator, "grows very rapidly, attaining its full size in eight weeks, and the Long Island bird is at the height of its season only from

POINTERS FOR POULTRY-BUYERS

July to September. You can get incubator stock as early as March, but it is scarce and high, and you are pretty safe in assuming that ducks offered to you at any time other than the three months I have named, are either cold-storage or Western. The Western duck is as pretty as a picture, but cooks hard. You will find the cold-storage Long Island bird better. You can recognize the Western duck by its deep yellow skin. The Long Island duck is white with a yellow bill."

As to squabs, there are three things to be considered, their color, their weight and their age.

"If you ask for jumbo squabs and your dealer gives you birds that do not weigh three-quarters of a pound apiece, you may know that you are not getting what you asked for," said the demonstrator. "Jumbo squabs run nine pounds to the dozen. If they are not white in color, you are not getting squabs at all, but young pigeons. A squab is a pigeon that has not left the nest. As soon as it begins to fly the flesh darkens. If you cannot bend the bill back easily, they are getting old."

The guinea hen was presented as a very delicious morsel and one often served in hotels under the name of partridge, as well as other sorts of game. Its age may be known by the size of a fleshy protuberance on its head.

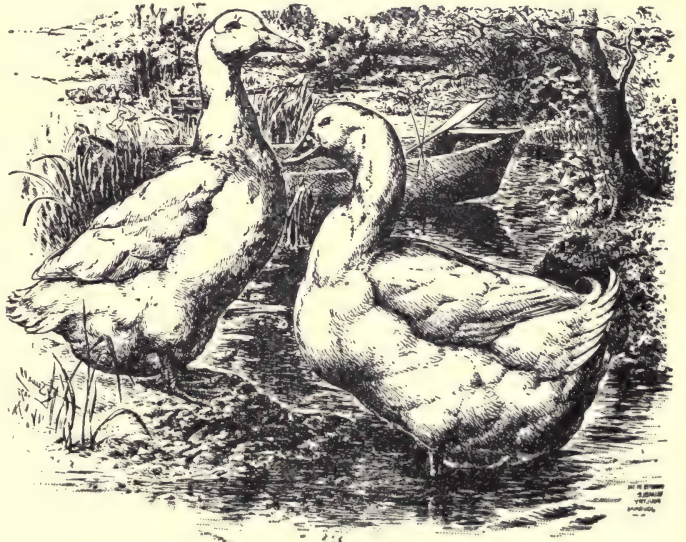
COLD-STORAGE POULTRY.

TO distinguish between fresh-killed and cold-storage poultry is a thing that even the expert cannot always do with certainty, according to Mr. Alexander, unless the bird has been a considerable time in the freezer.

"If it has been in for only two or three months and was in good condition when it was put in, no one can tell the difference," he asserted, "and there is no difference, so far as quality is con-

cerned. It must, however, be used within three or four days after it comes out, as it decomposes more rapidly than a freshly-killed bird. A bird that has been in storage for any length of time, however, may be known externally by the color of its comb, if it has a comb. The comb of the freshly-killed bird is bright red, while that of the storage bird is dark maroon. As the fowl and the capon have no combs, one cannot tell the difference with certainty till they are opened, when the lungs and liver will be found to be dark in color. If a cold-storage bird has not been thawed out properly it will be clammy.

"The prejudice against cold storage comes partly from the fact that many birds are put into cold storage after they have lain round the shops for a week or ten days, and partly from the fact that they are allowed to lie around too long after they are taken out. As a matter of fact, cold-storage poultry, if it is in good condition when it goes into the freezer and is used promptly after it comes out, is better than much of our so-called fresh-killed stuff. The term 'fresh-killed' is applied in the trade to all poultry that has not been in cold storage, and so far from being really fresh-killed it may have been dead for several weeks.



Courtesy of the Reliable Poultry Journal.

THE IMPERIAL PEKIN DUCKS OF LONG ISLAND.

You housewives are responsible for much of the deception which you suffer in this matter. If you insist on having fresh-killed poultry all the year round, you really force your dealer to deceive you. If you don't want to be deceived and don't want to use cold-storage poultry, buy it in season.

"Some women don't seem to have any idea that foods have seasons and that chickens have to grow. As soon as spring comes they expect broilers to pop right out of the ground like the wild flowers. In reality you can't get a good

last till Easter. Squabs run from spring to November. Long Island ducks are in for only three months, July, August and September. They are their best in August and are put into cold storage at that time. Roasting chickens run from October to January and broilers from the end of August to December, unless they are raised in incubators. Geese come in after Thanksgiving and last till January, and guinea hens are best in the fall. In early spring there is very little fresh-killed poultry in the market. All these schedules, of course, refer only to the



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NATURE HAS PLAINLY MARKED THE DIFFERENCE BETWEEN THE MALE AND FEMALE TURKEY.

broiler until August or September. If you want chickens all the year round some one has got to put them away and keep them young for you."

"What are the seasons for poultry?" queried the audience.

"I can give them to you only approximately," answered the demonstrator, "because the seasons vary with the weather. If the cold weather comes early, you will get good turkeys at Thanksgiving. Otherwise you won't get them until Christmas. Ordinarily the season for turkeys is from Christmas to Easter. You can buy fowls all the year round. Capons come in after Thanksgiving and

height of the different seasons. You can get almost anything all the year round if you want to pay the price."

The color of the skin in poultry is a matter of breed and feed, the demonstrator stated, and as a rule yellowness may be taken as a good sign, because it indicates the presence of fat. If a bird is diseased, the fact will show first in the liver, which will be specked with white; but if the condition is not very bad, the bird may still be eaten. If there is a dark streak on the back, decomposition has set in and there will be a very bad odor when the bird is opened. A bird that has had its head and feet cut off

HOME PRESERVATION OF EGGS

should be religiously avoided, as the removal of these parts can have no object but to deceive the public.

"When should poultry be drawn?" was the final question of the audience.

"Not until you are ready to use it," was the answer. "The Federal Govern-

ment has proved that undrawn keeps better than drawn poultry. That is reasonable enough, because when you break the skin and membranes you open just so many doors for the entrance of germs. The undrawn bird is practically an airtight package."

Home Preservation of Eggs

APRIL and May, as all members of the Housewives League know, are the months when eggs are best and cheapest, and when they are put into cold storage in the greatest numbers.

Thrifty housewives are also learning to put eggs into storage at this season, although they cannot, of course, put them into cold storage. Their method is the one recommended by the U. S. Department of Agriculture and by the various State Agricultural Experiment Stations, namely, packing in water-glass.

The results of this method of preserving eggs are so satisfactory when the solution and other conditions are right, and the process is so easy that the home storage of eggs ought to be just as much a matter of course as any other sort of preserving.

As yet, however, the practice is the exception rather than the rule, partly owing to ignorance of the ease with which the work can be done, and partly because the necessary preparation has not been standardized.

The economy to be effected by the home storage of eggs in the season of plenty is so great that the National Housewives League is asking all the branches to arrange lectures on this subject during April and May.

At headquarters similar lectures will be given, beginning with a talk by Frederick H. Stoneburn, formerly Professor of Poultry Husbandry at Cornell University.

Water-glass is the popular name for silicate of soda, and its usefulness as a preservative is due to the fact that it closes the pores of the shell, thus pre-

venting evaporation and the entrance of bacteria, without injuring the flavor of the contents. It also exercises an antiseptic influence.

Silicate of soda is sold for egg preservation in two forms, a thick syrup-like substance of about the consistency of molasses, and a powder. The latter is preferable because it is more convenient and less likely to vary in quality, and if protected from air and dampness, does not deteriorate. The powder, of course, must be dissolved in water, the proportions being given on the package.

The eggs must be in good condition, for the preservative, naturally, will not keep bad eggs good. They must also be clean, as dirt on the shell will penetrate the pores. And yet they must not be washed, as this removes the natural mucilaginous coating. Scraping is recommended for very dirty shells, while slight soiling may be disregarded.

The vessels in which the eggs are packed must also be clean. Stone jars have been found the most satisfactory containers, but tight wooden pails or tubs, or galvanized iron vessels, will also answer the purpose. An ash can which can be bought for eighty-nine cents will hold sixty dozen eggs.

If enough eggs to fill a crock are available at one time, they may be packed in it and the liquid poured over them. Otherwise, a sufficient quantity of liquid may be put in the crock and the eggs put in as they come to hand. At all times the preservative must cover the eggs to the depth of two or three inches. When the jar is full it must be closely covered and kept in a cool place.

The Servant Problem and the New Housekeeping

HAS NOT THE TIME COME FOR THE APPLICATION
OF BUSINESS PRINCIPLES TO DOMESTIC LABOR?

By MRS. JULIAN HEATH

HOW shall we solve the servant problem?

This question, like that of the proverbial poor, is always with us, and after all, may there not be a closer relation between these two problems than we have hitherto seriously considered?

May not the solution of the "servant problem" greatly relieve a large class of present-day dependents? At any rate the situation is serious. Individual homes are being abandoned and families are living in hotels, because competent help cannot be secured to maintain them.

Day in day out, year in year out, we women are faced with the question, "What are you going to do with the servant problem?" with the emphasis on the you and rightly so, for this is a housewife's problem.

We are told also that when we solve our own problem (the servant) then there will be other worlds which we may conquer, and yet this great problem remains unsolved. Why? Is it because we have shirked our responsibility, or, is it because we have been unable to cope with it?

You will agree with me, I am sure, when I say that women as a class do not shirk responsibility. We are, in fact, ever ready to add to our responsibilities. This shouldering of responsibility is the innate motherhood in woman which makes her desire to mother the whole world.

A LABOR PROBLEM.

MAY it not be that the reason this great problem is still with us is because we have not considered it from the proper angle? You know we are just beginning to see our new housekeeping in the right light. Suppose then we look at the problem with the eyes of the twentieth-century housewife and say:

There is no "servant problem," it is a "labor problem" pure and simple.

As a nation and as individuals we have spent time and money in studying labor problems and industrial relations. In all this research work we have spoken of the servant problem as distinct from all other labor problems, and yet, wherein lies the difference?

The twentieth-century housewife recognizes her economic function as the disburser of the family income. We recognize that in order to dispense the family income wisely and well our housekeeping must be run on a business basis. If our housekeeping is a real profession—a real business—does not the housewife then become an employer and the so-called servant the employee? When we raise our business of housekeeping to that of a profession we raise the rank of all those who adopt that profession for the gaining of a livelihood. Let us then get the fact firmly fixed in our minds that in dealing with the so-called "servant problem" we are in reality dealing with the labor problem.

This point of view gives a new vision of labor or service as applied to our homes. All that this new viewpoint will lead to, I am frank to say, I do not know, although I can see the vision of a complete readjustment.

When we women are talking over the new housekeeping, catching the vision here of one line of work or action, the vision there of another, we say the possibilities for improvement and power are endless. When the vision of the new housekeeping in its application to the domestic employee becomes clearer shall we not also say that the possibilities are endless?

What does the vision bring to our minds now, however?

First, that as we women are facing a labor problem—a question of employer

and employee rather than mistress and maid—we must consider the question of hours and wages. Hitherto we have considered only wages and service given.

STRANGELY SILENT.

WE women have joined leagues and societies and clubs which have impromptu legislators to enact laws to control hours and wages of women in stores, factories and indeed in all trades and professions except that of our very own. Here we have been strangely silent notwithstanding the fact that daily we were faced with the question, "What are you going to do with the servant problem?"

We have pleaded for eight-hour laws, called the men monsters who represented the great manufacturing interests, because they wanted nine hours' work in the day, and then insisted that the employee within our gates should give us twenty-four hours' service. Do not misunderstand me: I do not mean that housework is more laborious or exhausting because of longer hours than factory work, or that the women employed in the home may not be better protected.

We all know the stock arguments, and yet, is the woman who works in our home better protected? Statistics prove the contrary. However, I only want to draw the picture here between what we demand others shall give and what we give ourselves.

Suppose we listen to a group of women who employ but one maid discussing the servant problem. The majority will say, "I give my maid every other Thursday and every other Sunday off." Some may say with a great deal of unctiousness, "I allow every Thursday and every Sunday."

This means what?

That with the exception of Thursday afternoon, after the mid-day meal has been prepared and cleared away, and Sunday, after the mid-day meal has been prepared and cleared away, the employee may go out if she is not too tired to do so. All of the other hours during the week belong to the mistress.

Let us grant again that there are but few women who demand more than is fair, few who use the twenty-four hours, still the employee is always on

duty, always on call. In one home where two maids are employed the waitress said she had barely time to change her gown, or eat a quiet meal, between bells. Just think what bells may mean to one—twenty-four hours out of twenty-four. The factory employee has bells only for eight hours during the day and some of these bells say, "Time for lunch and home."

Here then may be our first point of attack in the solution of the problem.

How shall we work it out?

Frankly again, I do not know; but we are going to work this out as we have all other home problems. Can't we begin now comparing notes and giving suggestions?

IT HAS GOT TO COME.

I GRANT you that it is most difficult for the housewife who employs but one maid to readjust her home on new lines; but it has got to come, and when it comes it will raise the whole standard of domestic service.

As soon as the Housewives League was formed and it was recognized that there was a power in the economic world that had not been there before, everyone said to the housewife, "Well done! But after all, what are you going to do with the servant problem?"

Officially, we frankly said, "Nothing at present." We are first going to deal with the mistress problem; we are going to be mistresses of our own homes in fact, not merely by courtesy. We are going to learn our own business thoroughly, become efficient housewives, and in doing this we believe that all home problems will begin to adjust themselves. In other words, we are going to work from the top down. The head of the business must know the business in order to direct those whom he employs. That was the beginning of the making a business of our housekeeping which has brought the vision of the domestic employer and employee.

When we have settled the question of hours and wages that of proper training will naturally follow. The question of proper training will level wages, or rather standardize them. With hours

and wages and training settled, we can and will demand value received for wages paid. We shall not be willing, nor shall we need to pay high wages for unskilled labor. Men do not do so in the business world, and, indeed, women do not do so in the outside business world. In business women demand good service, but when it comes to securing employees for their homes, that seems to be a different matter. There has been no standard for either employer or employee. It has been a case of just getting someone to "run" our homes after a fashion, good, bad or indifferent. We have taken what we could get and paid what we were compelled to.

With the setting of standards the perplexing question of references will be settled. They will not be lightly given or unscrupulously withheld. We have demanded efficiency in everything except the domestic employee, and that has done more to lower the standard than anything else.

We talk of domestic science and deal with domestic scientists, but somehow never introduce these into our own kitchens or homes. The domestic scientist seems to be someone to theorize about, but not to put into practical use. When we put domestic efficiency, if I may use that word rather than domestic science, into our homes, then we will have a more intelligent class of women seeking employment within our homes.

Have you ever thought how little we have passed on the new housekeeping to our domestic employees?

For years past we women have been studying and studying well all of the laws of the country which affect the home. We have learned all about adulterated foods, unjust weights, unsanitary conditions and unfair prices; but we have not passed this knowledge on to those whom we employ.

How often have you heard your neighbor say, "What is the use of my studying the question of weights and measures when my maid never weighs anything?"

The real fact is that our employees have not been inspired as we have. In other words, we have been educating our heads and not our hands. We have been mak-

ing a scientific study of foods, of labor applied to the home and, at the same time, saving devices, of business principles as 14382—Housewives—Twelve. . . . leaving the management of our home to untrained employees who knew nothing and cared less about the analysis of foods or the application of new devices. We all know of women who have spent large sums of money on modern kitchen equipments only to have them rust away for want of use. The employees did not know how to use them and they are naturally suspicious of what they fail to understand.

KNOWLEDGE SHOULD BE PASSED ON.

WE should begin and begin at once to pass on all the knowledge which we have gained to those whom we employ. First, we should begin to make our domestic employees realize as we realize that our housekeeping is a real business and that they are trusted employees. We must make it possible for them to learn the business of housekeeping as we are learning it. They must know why we buy certain goods. It is not enough for us to demand that our employees use a certain brand of baking powder or a certain brand of flour; we must teach them why we use this brand of baking powder or this brand of flour. We must teach them that the use of labor-saving devices is not a "nuisance," but that they really save labor in the using of them. In other words, to repeat again, we must pass on to them a knowledge of the new housekeeping which we are gaining. There is very little use in being twentieth-century housewives if we employ nineteenth-century help.

Feudal days are past; we are living in an age of democracy, but that democracy does not seem to have invaded our homes, for here we still say, mistress and maid, master and servant.

What would the new relation bring? Any less service?

No.

It will bring more service because it will be intelligent service.

We must not be afraid of the change or the invasions it may bring, for when it is all worked out we will simply

have brought business efficiency into our homes. We all know that home service is different from any other service; that is because home service means that affection and devotion must be given and accepted. This will not be lessened because efficiency comes in. No one gives more devoted service than the trained nurse, and yet we never think of the trained nurse as a servant. We all serve, but will it not be better when we consider all service in the light of business relations?

The new housekeeping is here and we women are taking hold of it well. We

must now go further, however, and consider the question of the domestic employee in its relation to the new house-keeping.

What have you to say about it?

What shall the employer demand?

What shall the employee demand?

How can time be apportioned?

What standard shall be set and what scale of wages shall be paid?

These questions cannot be settled by theorists; they must be thrashed out by practical housewives.

Let us get our ideas together and out of them evolve some working plan.

Amount of Grain Held By Producers

AS related in the last number of this magazine, the National President lately addressed a number of questions to the Department of Agriculture relative to the amount of wheat in the country. One of these questions was: How much of our wheat supply are the producers still holding?

The letter received in answer to these inquiries and also published last month gave no information on this subject, but alluded to the fact that the Department investigated the stocks on the farms twice a year, namely March 1 and July 1.

Since then the March report has been issued and estimates the quantity of wheat on the farms at about 152,903,000 or 17.2 per cent. of the 1914 crops as compared with 151,809,000 or 19.9 of the 1913 crop at the same date last year and 186,483,000 or 21.4 per cent. of the 1912 crop at a corresponding date of the preceding year.

About 60.7 per cent. of the crop will be shipped out of the counties where grown, the report states, against 53.9 per cent. of the 1913 crop and 61.6 per cent. of the 1912 crop.

The net results of the inquiry into stocks of wheat in the United States on March 1 this year indicate that as compared with a year ago, there are a million bushels more on farms, and about

eight million more bushels less in country mills and elevators.

The amount of corn on the farms on March 1, the report continues was about 910,894,000 bushels or 34.1 per cent. of the 1914 crop, against 866,392,000 bushels, or 35.4 per cent. of the 1913 crop on farms March 1, 1914, and 1,289,655,000 bushels or 41.3 per cent. of the 1912 crop on farms March 1, 1913.

About 18.6 per cent. of the crop will be shipped out of the counties where grown, against 17.2 per cent. of the 1913 crop and 21.8 per cent. of the 1912 crop so shipped. The proportion of the 1914 crop which is merchantable is about 84.5 per cent., against 80.1 per cent. of the 1913 crop and 85.0 per cent. of the 1912 crop.

The amount of oats on the farms at the same date was about 379,369,000 bushels or 33.2 per cent. of the 1914 crop, against 419,476,000 bushels or 37.4 per cent. of the 1913 crop on farms March 1, 1914, and 604,216,000 bushels or 42.6 per cent. of the 1912 crop on farms March 1, 1913. The amount of barley was about 42,889,000 bushels or 22.0 per cent. of the 1914 crop, against 44,126,000 bushels or 24.8 per cent. of the 1913 crop on farms March 1, 1914, and 62,283,000 bushels or 27.8 per cent. of the 1912 crop on farms March 1, 1913.

The New Process of Making Bread

THE WARD BAKING COMPANY TELLS ITS OWN STORY OF A METHOD WHICH HAS LATELY BEEN THE SUBJECT OF MUCH DISCUSSION

By *GEORGE S. WARD*
Vice-President Ward Baking Company.

[EDITOR'S NOTE.—During the recent investigation by the Attorney General of N. Y. State of the rising price of bread, George S. Ward of the Ward Baking Company gave testimony regarding a new process employed in the making of bread by his company. The matter awakened so much interest and brought so many inquiries to Headquarters that we have asked Mr. Ward to give his own statement of the case. For the present we take no part in the controversy, but await the judgment of experts.]

ABOUT four years ago the Ward Baking Company engaged three trained men and instructed them to devote their time to research for a method of making better bread. This resulted in the greatest discovery ever made in the history of the bread business, and one that is a great boon to humanity.

In view of the inaccurate, misleading and really absurd newspaper statements that have been made regarding the methods employed by our company, we wish first to state a fact within the knowledge of every housewife, that yeast is a living organism, and in order to live and multiply and thereby leaven the dough, the yeast must have food.

In the old process this food was the flour, sugar and other constituents of the dough. The yeast consumed a certain portion of these materials and converted them into alcohol and other products, including a gas known as carbon dioxide, which raised the bread and made it light. With the new process very minute amounts of certain salts are added which serve in place of a part of the food which, under the old method, the yeast consumed. In the old process a portion of the flour, particularly the glutenous part, was broken down by the yeast, and thus valuable nutritive properties were lost. By the new process this does not take place, a greater percentage of the natural gluten of the wheat being retained in the baked loaf.

In order that exact minute quantities might be properly introduced first into the water and then into the dough, these salts were made up into a yeast food known first as "A. B. C. Powder," and now under the trade-mark name of

"Arkady." Of this a very minute amount is added to the sixteen hundred pounds of material—wheat flour, sugar, milk, vegetable oil, yeast and water—which constitutes a standard-size dough in our bakeries. The result is that there is left in the bread four one-hundredths of one per cent. of calcium salts, which are the identical salts contained in all natural waters and practically all vegetable and animal products.

On a percentage basis fresh milk contains more than four times as much of these calcium salts as is contained in Ward's bread, or in other words, one glass of milk contains as much of these salts as two loaves of Ward's bread. Cheese contains about thirty times as much as Ward's bread; peas contain about three times as much as the bread; greens twelve times as much; beans five times as much; chocolate three times as much; turnips twice as much.

All drinking waters contain calcium sulphate, varying in quantity in the waters from the different sections of the country, ranging from those which are considered hard waters. In many natural waters one glass would contain twenty times as much calcium sulphate as is contained in a single slice of Ward's bread, and in fact, many waters contain an amount of this salt such that one glass contains more than a whole loaf of Ward's bread.

Medical men have shown that a normal adult man drinks in twenty-four hours three and one-half quarts of water. A twenty-four hours' supply of many natural waters would contain as

THE NEW PROCESS OF MAKING BREAD

much calcium sulphate as is found in ten loaves of Ward's bread.

The above citations are sufficient to show that the salts are present in such small amounts that no question can arise in anyone's mind not antagonistic to the real facts that they are not used for any purposes of adulteration or deception. Some of the reasons for their use are as follows:

In the leavening of bread the yeast, besides forming the gas, carbon dioxide, which makes the bread light, also forms alcohol and certain by-products which in the similar process of fermentation of grains to form whiskey we call "fusel oil." This fusel oil is a very poisonous and rather disagreeable-smelling oil. This action takes place whenever bread is raised by yeast, whether in the household or in the bakery. The amount of fusel oil and certain other disagreeable acid products thus formed is very small, but has its effect on the flavor and odor of the bread, and certainly does not make it any more wholesome. In the new process as developed by the Ward Bakery, the amount of these fusel-oil products is diminished almost to the vanishing point. The result is a bread with better taste, odor, color, texture and flavor, and a more wholesome bread, because of the absence of these small amounts of objectionable products.

From the above citations regarding the natural occurrence of these salts, it should be evident to everyone that they are perfectly harmless, as they are present as natural constituents of so many foods that are daily consumed by the people. In fact, we might go further than this, as the consensus of opinion among the best medical authorities is that people do not at the present time obtain in their food sufficient calcium salts, which are necessary for the formation of bones, teeth and other tissue, especially to growing children. Physiologists tell us that an adult man should have in his food one and one-half grams of lime as lime salts per day.

It has been a common practice in the purification of water supplies for cities to add to the water small amounts of calcium hypochlorite. This practice is en-

dorsed by all public health and medical authorities. The percentage of added lime put in in this way is in practically all cases much greater than the amount of added lime salts in Ward's bread.

Another common method of leavening breadstuffs, such as biscuits, hot cakes, muffins, etc., is by means of baking powder. Baking powders very commonly contain some of the same salts which are used in minute amounts as yeast food in this new bread process.

The amount of these salts left after baking in a breadstuff made with such baking powder is in many cases a hundred times as much as will be found in Ward's bread.

To sum up, it may be stated that the new process has made it possible for us to produce a bread not only better in texture, odor, flavor and color, but a bread which is more wholesome and more healthful than it has been possible to produce under any of the older processes.

During the development of this process the Agricultural Department at Washington was made acquainted with it, and officials of the Department expressed their approval. As a result of the work patents have been allowed in the United States and are pending in the principal foreign countries.

We know that Ward's bread as made to-day is the best bread in the world; better bread than you can make in your own kitchen, and better bread than you can buy, except under the name "Ward."

Our company has done more for the baking trade in advancing modern ideas in manufacturing processes, and leading the way in the erection of sanitary sun-lighted plants, than any other concern in the trade, and this fact can be demonstrated to the entire satisfaction of any interested person who wishes to visit our bakery and see the clean, up-to-date and commendable methods employed.

The lid is off, we have nothing to hide, never have had anything to hide. You may feel secure in the use of Ward's bread and know that when you buy it you will get the best obtainable. No better or cheaper food exists. Feed it to your children in generous portions; it is good for them.



Copyright by Jessie Tarbox Beals.

MRS. KIERNAN (IN CAP AND APRON) SHOWING THE HOUSEWIVES AT HEADQUARTERS HOW SHE MIXED HER PRIZE LOAF. MISS BOSSONG AT THE LEFT.

Home Baking Not A Lost Art

HOUSEWIVES CONTEST SHOWS THAT THE BREAD THAT MOTHER USED TO MAKE HAS MANY RIVALS IN MODERN KITCHENS

By EMMA BOSSONG

Domestic Scientist to the National Housewives League

WHILE the Attorney General of New York State has been trying to find out the cost of bakers' bread the Housewives League of Greater New York has been endeavoring to arrive at the same facts in regard to home-baked bread. Incidentally it has discovered that the practise of home baking is still widely prevalent, and that the bread that mother used to make is by no means without a rival in modern kitchens. One housekeeper was found who even makes her own yeast, as well as her own bread, in spite of the excellent and omnipresent yeast cake.

The contest awakened the most unexpected interest, and even the women who

did not win prizes said they were glad they had sent their exhibits because they wanted to have a part in the good work the League was doing. Two of the prize-winners insisted on returning the money part of their rewards to the League as an expression of their appreciation of its work. The ribbons they said they would never give up; and many of the winners are having these tokens of their housewifely skill framed.

The official blank issued to the contestants asked for information as to the exact amount and cost of the ingredients used, the total cost and the weight of the finished product. They were also asked to state the time required for the mixing

HOME BAKING NOT A LOST ART

of the bread and whether they used gas or coal for baking. Prizes were offered in four classes, namely,

Yeast Breads: White and Whole Wheat.

Baking Powder Breads: Tea Biscuits and Breakfast Muffins.

Each contestant was permitted to submit only one exhibit and was required to wrap it in waxed paper.

The first prize in each class was five dollars and a blue ribbon, the second was three dollars and a white ribbon, and the third one dollar and a yellow ribbon. For honorable mention a red ribbon was given.

The contest was open to all housewives of Greater New York, or their employees, and the bread, after the public had been permitted to inspect it at National Headquarters, was distributed to the poor of the city through the Salvation Army. Miss May E. Brockman, Supervisor of Domestic Science in the Public Evening Schools of the city, and Miss Martha Westfall, teacher of the same subject in the Public Schools, kindly aided as judges.

THE BEST WHITE BREAD.

THE first prize for white bread fell to Mrs. P. R. Kiernan, of Fordham. Her recipe, with the cost of ingredients, was as follows:

1 cake yeast	2 cts.
1 pint milk	5 cts.
1 pint boiling water	
$\frac{1}{8}$ teaspoonful soda	
2 tablespoons shortning.....	1 ct.
3 level teaspoonfuls salt	
3 tablespoonfuls sugar.....	1 ct.
$2\frac{1}{2}$ quarts flour (about 10 cups).....	13 cts.
Total	22 cts.
Weight	52 oz.

The yeast cake is dissolved in warm water, and the boiling water poured over the milk, to which the shortening, salt, sugar and soda are added. When all are dissolved and the mixture lukewarm, the yeast is added. The mass is then put into the bread-mixer and two quarts of flour are added. The mixer is turned until the dough is thoroughly mixed, and then set in a warm place over-night. In the morning it is turned several times to draw the raised dough together, and the mass is turned out on a lightly floured

board, cut into four pieces and formed into loaves. Two of these are placed together in a greased pan to form a double loaf, and after rising to double their size are baked for fifty minutes in a moderately hot oven. The soda is used to neutralize any tendency to acidity.

The prize loaf of whole-wheat bread made by Mrs. A. E. McKeel was composed as follows:

$1\frac{1}{2}$ cups water	
$\frac{1}{2}$ cake yeast	1 ct.
1 tablespoonful lard.....	1 ct.
$1\frac{1}{2}$ lbs. whole wheat flour	6 cts.
2 tablespoonful molasses	2 cts.
Total	10 cts.
Weight	24 oz.

BLUE-RIBBON MUFFINS.

THE blue-ribbon muffins were exhibited by Miss May Spinney, who is cook to the Commissioner of Correction, Dr. Katherine B. Davis, and were compounded from the following ingredients at the following cost:

$1\frac{1}{2}$ cups flour	3 cts.
1 teaspoonful sugar	$\frac{1}{2}$ ct.
3 teaspoonfuls baking powder.....	1 ct.
1 teaspoonful salt	
1 egg	3 cts.
1 cup milk	$2\frac{1}{2}$ cts.
1 tablespoonful butter	2 cts.
Total	12 cts.
Weight	17 oz.

Miss Spinney puts all these ingredients together in a mixing bowl and beats them together with long even strokes. Housewives who have since tried this method say the results are just as good as when the eggs are beaten separately and the time required for this operation and the washing of the egg-beater is saved.

Mrs. Ella P. Gifford made the prize tea biscuits as follows:

2 cups flour	3 cts.
2 rounded teaspoonfuls baking powder.....	2 cts.
1 teaspoonful salt	
1 tablespoonful oil	1 ct.
$\frac{3}{4}$ cup milk.....	3 cts.
Total	9 cts.
Weight	$9\frac{3}{4}$ oz.

Mrs. Sarah Weekes Hoppin, who won second prize for whole-wheat bread, also exhibited a very interesting yeast garden. She brought along with her loaf a bottle of home-made potato yeast which had been kept running continuously since 1860. How much earlier it began its growth is not known. Mrs. Hoppin ob-

tained the starter, or "workings," fifteen years ago from an elderly woman living near Boothbay, Me., who had in turn received it from her family doctor in 1860.

A SUBSTANTIAL SAVING.

THE figures submitted by the contestants all went to show that there is a substantial saving in making one's own bread, the cost of fuel and labor being left out for the reasons given last month. A comparison of the various estimates submitted showed that a loaf of white bread weighing 14 ounces could be made from the very best materials for a fraction over four cents, as against five cents for the baker's loaf weighing from 12 to 14 ounces and made from much less satisfactory materials. The cost of the materials necessarily varies in accordance with the quantity in which the flour is purchased and with other factors, so that estimates cannot be given with mathematical exactness.

The prize white loaf cost $5\frac{1}{2}$ cents for 13 ounces because it contained an unusually large proportion of sugar and shortening and a pint of milk. These ingredients, of course, added to its nutritive value. The second-prize loaf was estimated at $7\frac{1}{2}$ cents for $2\frac{1}{4}$ pounds.

The average time required for the mixing of the bread was half an hour,

while the baking required from forty to fifty minutes. Sixteen out of the hundred contestants used coal for baking, while the rest had gas ranges.

INTERESTING BREAD RALLY.

FOLLOWING the close of the contest and the award of the prizes there was a Bread Rally at Headquarters at which the winners of the blue ribbons showed exactly how they put the ingredients of their prize products together.

This was one of the most interesting events which we have had at Headquarters. So much interested was the audience in the mysteries of bread-making that Mrs. Kiernan not only had to answer questions for half an hour before she was permitted even to begin her demonstration, but remained until three o'clock (the demonstration having been at eleven) giving individual housewives the benefit of her experience. At the request of the audience she is going to give another demonstration on the making of pie crust.

The regular bread-making demonstrations started last month are being continued and are awakening the most extraordinary interest. Housewives bring their failures to us to find out where the fault lies, and then when they have succeeded in making something that satisfies them they proudly exhibit the product.

Our New Vice-President

IT is with much pleasure that the Executive Committee of the National Housewives League announces the acceptance of the honorary vice-presidency of the organization, made vacant by the lamented death of Mrs. Woodrow Wilson, by her daughter, Mrs. Francis Bowes Sayre.

In order that all members of the League may share the pleasure experienced by the national officers in reading Mrs. Sayre's letter, it is presented to you herewith:

"MY DEAR MRS. HEATH:

"Mrs. Sayre has received your letter, which she has asked me to acknowledge.

"She will be very glad to accept the honorary vice-presidency of the National Housewives League in her mother's place. Will you please express to the members of the Board Mrs. Sayre's appreciation of this honor?

"Believe me,

"Very truly yours,

"ISABELLA L. HEYNER,

"Secretary."

Come To Headquarters

It Is the Housewife's Club and
Every Homemaker Is a Member

NOW that our dream of a National Home has become a reality, we want every housewife in the land to feel that it belongs to her, whether she happens to be a member of the League or not. It is the Housewife's Club and every homemaker is welcome to its privileges.

There is a rest room where you can read, write, rest, and make appointments to meet your friends. Come and use it.

There are going to be lectures by experts every day and several times a day on everything relating to household economy, and already we are having them three or four times a week. Come and hear them.

There are talks for the Junior Leaguers and lessons in candy-making and simple cookery every Saturday afternoon. Bring or send your children.

Tea will be served every Friday afternoon from 3 to 5 o'clock, and the members of the National Executive Committee will be "at home" to all homemakers. Come and enjoy yourself.

The foods, domestic equipment and other things which the Housewives League has endorsed are on exhibition. Come and see them, and ask our Domestic Scientist to tell you all about them.

There is a model kitchen where you are sure to get ideas that will make your own domestic machinery run more smoothly. Come and see it, and let the demonstrator tell you all about it.

The housewife has three problems to consider: housing, clothing and feeding. In our lectures and exhibits we offer you the newest and most practical ideas about all of them. Come and get them.

Don't forget the address: No. 25 West 45th St., New York City.

The Evolution of Paper

THE PAPYRUS OF EGYPT HAS DEVELOPED INTO A SOFT
ABSORBENT SUBSTANCE ENDLESSLY USEFUL IN THE HOME

By MARY DUDDERIDGE.

A REED which grew by the banks of the Nile and from which was perhaps constructed that "ark of bulrushes" wherein the infant Moses was laid gave us the name for the substance which we call paper.

The Egyptians split the papyrus of their sacred river into strips and having arranged them in two layers, one at right angles to the other, they soaked them in water, pressed and dried them and thus produced a material on which they could write. The papyrus served them to preserve the memory of their past in a manner less laborious than carving on stone.

This high mission paper still fulfills. More of it is used, probably, to preserve the memory of the past and exchange the thoughts of the present than for any other purpose. But at the same time it condescends to humbler uses innumerable, undreamed of by the scribes of the papyri. We make boats and cups and car wheels out of paper, our bonnets and our breakfast foods are sent home in paper boxes; even carpets and roofing material are made out of paper.

Within the last few years a distinctly new use has been found for this adaptable substance. It is now being used for towels, napkins, tablecloths and various other purposes for which formerly only fabrics were thought to be suitable.

The demand of the modern housewife for labor-savers, and the spread of sanitary knowledge have combined to bring this about. As that relic of the dark ages the common towel was banished from one public place after another, even to far Japan, a paper towel appeared to take its place. Impossible, people said, when the idea was first suggested, thinking of their newspaper and their writing paper and other hard, smooth-surfaced papers; but now the paper towel is so common that we all know that paper can be soft and absorbent as well as hard and shiny,

and yet not lack sufficient tensile strength. We have also learned that it is possible to dry the skin without rubbing it in the immemorial fashion engendered by the fabric towel. Instead we let the towel absorb the water as blotting paper absorbs ink.

The absolute cleanliness of this new appurtenance of civilization is something of which sanitarians might have dreamed hopelessly before it was introduced. To the understanding eye it has a charm which all the embroidered loveliness in which housewives have so long delighted cannot rival. The embroidered loveliness once used may harbor all sorts of unknown perils. The humble paper towel goes into the waste basket and thence to the fire, with all its possible population of measles, mumps, tonsillitis, influenza, typhoid, tuberculosis and other things unnameable.

The influence of this scrap of paper has been as beneficent as that of another "scrap," much talked of of late, has been baleful. Not only has its use protected us from untold danger, but the public testimony it has given to the reality of germs has exercised an important educational influence.

It was less for sanitary reasons, however, than as a labor-saver that the paper towel was introduced into the home. The housewife discovered that it not only saved laundry bills when used in its original capacity, but that it could be used for many other purposes as well.

Only the housewife knows how frequently a soft absorbent substance is needed in the work of the home. In the past this necessity produced a multitude of cloths and rags which were the bane of the tidy woman's existence, and which often could not be found when wanted. Now a roll of paper towelling within easy reach of the stove and sink replaces a great part of them and often does the

work much better, because it leaves no trail of lint behind it.

When the cake is ready to bake a scrap of thick absorbent paper is torn off and used for greasing the pan, after which it goes into the waste basket and cumpers the earth no more. When fish cakes, croquettes or crullers are fried, the grease is drained away on a pad of paper. When poultry, fish, or meat has to be dried it is no longer necessary to use a clean fabric towel for the purpose and send it to the laundry afterward. A paper towel does the work.

The same paper comes in handily for wiping up spilt liquids and grease, for dusting, for polishing cut glass, mirrors and silverware, for cleaning the stove and the faucets. For cleaning windows on cold days a bit of oil on a paper towel takes the place of water and a cloth, and with gloves to protect her hands the worker can perform her task in comfort, regardless of the weather.

For its original purpose of drying the skin, the paper towel is also very useful in the kitchen. The cook needs a perfectly clean towel to dry her hands on every time she washes them, and to use fabric towels thus freely means a large addition to the laundry. In the bathroom, too, they also save the linen, particularly when there are a lot of grimy little hands that require frequent cleansing.

In a score of ways, in fact, this modest roll of paper lessens the friction of the housewife's life.

Different as this soft absorbent paper is from the stiff and bulky papyrus of the Egyptians, it is made on much the same principle. Paper, according to the dictionary, is a substance made from vegetable fibres felted together, in contradistinction to fabrics, which are made from woven fibres, and the difference between modern paper and that of the Egyptians is simply that in the former case the fibres

have been entirely separated from the other matter in the plant. Rags, which provided fibres already isolated, were long used for this purpose, but wood is now the chief source of supply in this country. It is from wood that our paper towels are made. Coming straight from the heart of a spruce forest their perfect cleanliness is assured from the start.

This transformation of the spruce tree into soft snow-white paper towel is one of those romances of industry which we accept as a matter of course because we are so accustomed to them and would make a story by itself.

The fibre is separated from the other plant matter by treatment with sulphuric acid, which destroys the latter. It is bleached with chloride of lime and then the lime is washed out with the purest water obtainable. All this is done in the pulp mill, and after drying the "bleached sulphite pulp" is shipped to the paper mill.

Here it is reconverted into pulp, and put through a process which reduces it to a perfectly homogeneous mass diluted with four hundred times its weight of filtered water. By wonderful mechanical devices the hairlike fibres of the mixture are evenly distributed and interlaced while the water is withdrawn and a ribbon of paper finally emerges upon the heated rollers of the drying machine. From these it is rolled off on immense spools holding three miles of paper. These spools are wrapped to prevent soiling and sent to the finishing room where white-gowned girls cut the rolls into smaller ones of 150 sheets each and pack them in cartons.

In the case of the particular mill described no human hand touches the pulp from the time it arrives until the finished rolls are shipped to the buyer, except in the finishing room where the first and last sheet in each roll are necessarily touched by scrupulously clean hands.



Better Milk for Pittsburgh

COÖPERATION BETWEEN DEALERS AND RAILROADS RESULTS IN ADEQUATE REFRIGERATION FOR MILK TRAINS

Bulletin of the U. S. Department of Agriculture.

THAT the quality of the milk sold in our large cities depends largely upon the sort of treatment it receives from the time the farmer leaves it at the way station until it is delivered at the big urban market has been clearly established by a recent Federal investigation of the milk supply of Pittsburgh. As a result of this study and efforts on the part of the Department's representatives to bring the railroads and the great milk wholesalers of the cities into coöperation, Pittsburgh is now getting the bulk of its milk with a much lower bacterial count and in much better condition.

Instead of milk which, during a trip of eight or nine hours from the country to the city, became so warm that the cans frequently blew up or "geysered" and spread milk all over the car, the Pittsburgh housewife is now getting a product that is put into a modern refrigerator car at the country station and is kept chilled until actually delivered to her ice box.

Milk received in Pittsburgh previous to these innovations showed bacterial counts as high as 22,800,000 organisms per cubic centimeter. The temperature of the milk in the baggage cars ran from 46 degrees Fahrenheit up to 73 degrees, with most of the samples well above 65 degrees. Needless to say, at such temperatures bacterial deterioration was very rapid.

Much of the milk worked rapidly, leading to the frequent geysers from the cans.

The temperatures in the baggage cars were, in many cases, far higher than the temperatures taken as the milk was picked up at the way stations. In some cases, in fact, the increase in temperature between the delivery of the milk to the railroad and its arrival in Pittsburgh was found to be as much as 15 degrees.

The milk situation in Pittsburgh was fairly typical of that in many other large

cities. Some of the milk came from nearby dairies, but a large proportion of it had to travel eight or nine hours, from distant dairies in Ohio, before it was delivered. Investigation of the milk at its source showed that the farmer was delivering a good article at his shipping point, but that in transit the milk rose in temperature as much as 15 degrees while being carried in ordinary baggage cars.

The railroads pointed out that under the then existing system of delivering milk several times a day in small lots at innumerable pick-up stations, they could not afford to supply refrigeration and were obliged to handle the shipments as ordinary baggage. They stated that a prerequisite to refrigeration would be the consolidation of shipments so that a car lot of milk could be quickly taken on board. If this were done, they said, they would be able to put on a refrigeration service.

The Federal representatives then went to the leading milk dealers of Pittsburgh and from them secured promises of coöperation in consolidating shipments so that the railroads, instead of having to pick up small quantities at way stations several times a day, would have to handle only one or two pick-ups of important quantities. They were able to get the dairy farmers to agree to deliver their milk at the pick-up stations at definite hours.

The railroads then pointed out that they could not supply refrigerator cars and keep them iced for the same freight rate at which they were carrying milk as ordinary baggage. The milk dealers agreed that some increase was justifiable, and offered to pay 15 per cent. more. The railroads thought that an increase of 25 per cent. was just. After a number of conferences the Department's representatives

CORN BREAD AND MUFFINS

succeeded in getting the dealers and the railroads to accept a 20-per-cent. increase. The Interstate Commerce Commission, after representation by both sides, agreed to a new tariff allowing this increase.

As soon as the tariffs were adopted the Pennsylvania Railroad stated its readiness to refrigerate 7,000 gallons of milk a day. The Baltimore and Ohio Railroad notified the Department that it would at once build refrigerator cars and, as soon as they were constructed, would inaugurate a refrigeration service covering milk from Painesville and Akron, Ohio, and intermediate stations. The Lake Shore and Michigan Southern also agreed to operate a refrigeration service from Andover, Ohio; Oil City, Pennsylvania, and intermediate stations. The Erie Railroad and the Pennsylvania and Lake Erie also accepted the new arrangement.

Under this plan the long-haul milk will be picked up directly in refrigerator cars, and railroad collecting centers will be established where milk shipped for a short run on branch lines will be collected and put at once into refrigerator cars bound for Pittsburgh. The results of this service will, in the opinion of the Federal experts, undoubtedly give the people of Pittsburgh a better milk supply than they have had heretofore.

The experts, however, regard as of greater moment to the people of the United States the discovery that such a matter can be handled coöperatively be-

tween the railroads and the shippers when an impartial and accepted referee can arrange the conferences. And in this connection they note with interest that the somewhat hostile attitude which the milk shippers and railroad men assumed toward each other at the beginning of the Pittsburgh conferences, finally gave way to cordial friendliness and confidence and a realization of the existence of a common interest. It is believed that this agreement will point the way to the settlement of many difficulties in the handling of perishable products through conference rather than through resort to legal process.

To carry on the service the railroad companies and milk dealers are building large ice houses in the dairy sections for the purpose of storing ice for the refrigeration of milk supplies.

The milk dealers state that on an average the milk is being received in Pittsburgh at a temperature not exceeding 48 degrees. The smaller dealers are at the present time able to have their milk remain in the refrigerator cars until time to deliver in the city, while heretofore it was necessary for them to meet the milk trains upon their arrival at Pittsburgh during the night between 10 p. m. and 2 a. m., remove the milk to their dairies and refrigerate it. The refrigerator cars save such rehandling and make possible a reduction in cost of refrigeration in Pittsburgh, said to be in excess of the added rates.

Corn Bread and Muffins

NOW that the high price of wheat flour has turned the attention of the housewife to the possibilities of cornmeal the following tested recipe for cornmeal muffins may be of interest:

Dissolve a yeast cake with two tablespoonfuls of light brown sugar in two cupfuls of milk, scalded and cooled until lukewarm. Add four tablespoonfuls of melted shortening, two and a half cupfuls of cornmeal, one cupful of sifted white flour, two well-beaten eggs, and a teaspoonful of salt. Beat all well together

and put into muffin pans, filling two-thirds full. Set to rise in a warm place, free from drafts, until light, about an hour and a half, and bake in a hot oven twenty minutes. For over-night rising, use a quarter of a cake of yeast and an extra half teaspoonful of salt. Cover and keep in a cooler place than before to prevent rising too soon.

The same recipe may be used for corn bread, substituting shallow bread pans for the muffin pans.

Our Campaign for Clean Flour

WITH THE APPROACH OF SUMMER AND THE AWAKENING OF GERM LIFE ALL QUESTIONS RELATING TO THE SANITARY HANDLING OF FOODSTUFFS ASSUME NEW URGENCY

NOW that Spring is coming over the mountains "with light and song," it is hard to think of anything prosaic. The first balmy zephyr which the radiant maiden shakes from her shining hair brings us thoughts of the violet's birth and other romantic things.

Prose is always very close to real life, however, and it is a fact that the spring sunshine and the spring rains which waken the violet from its sleep in the sod and loose the chains of the brooks and rivers also awaken myriads of pestiferous germs which have been slumbering through the frozen months as peacefully as the violet and set them free to renew

wafted over them by those same gentle zephyrs that tell us of the violet's birth.

One of the articles which is most likely to participate in the spring exodus is flour. The piling of flour in the streets by the grocer, is, in fact, a sign of spring, almost as characteristic as the birth of the violet.

Flour is a favorite sidewalk display because the retailer does not usually make anything on it, and therefore uses it as an advertisement. Each grocer tries to undersell his competitor on flour, and, of course, he wants to put his bargain where it will attract the most attention, and the best place for that purpose is the sidewalk.

The result of displaying flour upon the street with no protection but a porous covering can easily be imagined. The dust of the street is unspeakably filthy and dangerous, and as a microbe is infinitely smaller than the mesh of a cloth flour bag, it is obvious that the latter cannot keep it out. What other contaminations the flour may suffer from passing dogs and cats one does not wish to dwell upon with too much particularity.

These flour displays do not of course stand by themselves. The grocer has other bargains to which he wants to call attention and some of them may be very poor company for a substance so susceptible to evil influences as flour.

Very often one sees next to the pile of bags a stand of vegetables, and we know that vegetables decay in a day or so, while in the freshest of vegetables that reach the city dealer the beginnings of decay are likely to be present.

Flour absorbs odors very readily, and a thin porous covering is no better protection against these offensive emanations than it is against the microscopic carriers of disease.

The flies, too, have awakened with the violet, and the odors of food shops bring



A SPRING DISPLAY WHICH WAS ONCE QUITE COMMON BUT IS NOW COMING TO BE A RELIC OF THE PAST.

their perennial warfare against poor humanity.

It is also a fact that at this period the grocer, who has been compelled by the rigors of winter to keep himself and his wares within doors to some extent, now thrusts the latter forth upon the sidewalk, where the awakened germs are

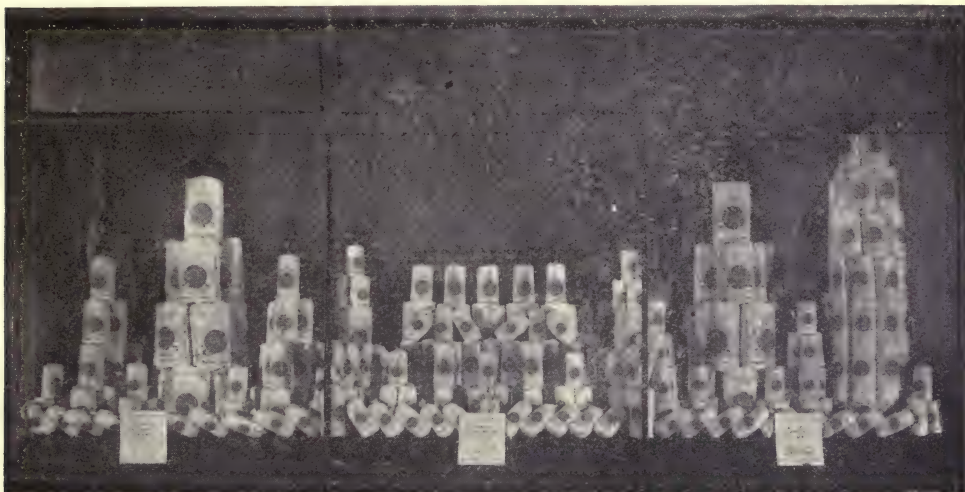
OUR CAMPAIGN FOR CLEAN FLOUR

them from afar. They feast not only upon fresh foods, but on decaying ones and other filthy substances, and then alight upon a bag of flour and wipe their feet with their possible population of no one knows how many millions of germs on its thin porous covering.

Some of the foods that are displayed on the sidewalk can be washed or peeled; but flour we know cannot be

siastically, because besides enabling them to present a more sanitary package to their customers at no increase of expense to themselves, it eliminated the trail of dust which always followed the porous bag.

Scarcely anyone seems to have realized before we inaugurated this movement that a porous covering was not an adequate protection for flour, but



Courtesy of Daniel Reeves.

AFTER A FEW MONTHS OF OUR CAMPAIGN FOR CLEAN FLOUR, SUCH DISPLAYS AS THIS ARE COMMONLY SEEN. THE THREE PLACARDS BEAR THE LEGEND: "WE ARE COÖPERATING WITH THE NATIONAL HOUSEWIVES LEAGUE IN ITS CAMPAIGN FOR CLEAN FLOUR. BUY IN SANITARY BAGS."

cleansed. The only way to have it clean is to keep it clean; to put it into a container impervious to outside influences at the mill and to keep it there until it is delivered to the consumer.

As a rule it is only necessary to explain this to a grocer to make him see it, and when he learns that the impervious covering costs no more than the porous one he is only too glad to adopt it.

In fact nothing has been more encouraging in our campaign for the sanitary bag than the way it has been welcomed by the trade. Grocers and dealers have adopted it not only willingly but enthu-

sia the virtues of the impervious container are so obvious that to be recognized they need only to be pointed out.

When we began our campaign for clean flour, such spring scenes as the one shown in the illustration were very common. Now they grow happily less, and instead we see such displays as in the other picture, where the flour is doubly protected by an impervious paper covering and the glass of the window. The scene represents only one store of a big chain, and the chain is only one of many that have adopted the rope paper bag for flour.

NEWS FROM THE FIELD

A Year's Work in Bronxville

REPORTS OF LEAGUE COMMITTEES SHOW ABILITY OF VILLAGE MOTHERS TO SHARE THE OFFICIAL FAMILY BURDEN

[It was my great pleasure to attend the annual meeting of the Bronxville Housewives League, held on March 1, and I am confident that every member of this great organization will enjoy and profit by the reading of these excellent reports. Each and every committee not only reported but reported in writing; not a gap was left unclosed. In passing these reports on to our leaders I cannot help adding a special word of praise for the retiring president, Mrs. Howell, and those who so ably supported her as well as expressing my gratification in regard to the personnel of the organization for the ensuing year. The National League has been fortunate in having Mrs. Howell as the leader for the year past, and we are again fortunate in securing so able a leader as Mrs. Bisland.—JENNIE DEWEY HEATH.]

A Vision of the Future

I HOPE I may not only be a worthy successor to your retiring president, who has done so much to organize the Housewives League, but that I may be worthy the confidence you seem willing to repose in me.

When your Membership Committee first asked me if I would be willing to accept the nomination to act as your president for the coming year, I confess I refused, but when they told me of the work you had already accomplished by your efforts to better sanitary conditions, and to reduce the high cost of living; that you already had a membership of over two hundred, who by their very membership showed that they were not entirely satisfied with existing conditions, I realized that already had been gathered a large force ready and willing to work for the betterment of Bronxville. Then, as I have been interested in its development for over twenty years, I felt that I could no longer refuse this opportunity you had so kindly given me to work with you.

I am at heart a suffragist, though not an active one, and I feel that there is no question but that women can take their place in a community shoulder to shoulder with men and help materially in the building of the nation, city, home, or village; and it seems to me that right here in the Housewives League we can

prove our ability. We can be the mothers of the village and take our share of the official family burden along with the village fathers who have so self-sacrificingly carried on the work for years.

In this spirit I take up the work and in the same spirit I ask you as patriotic women to join me this year that we may prove to all that the Housewives League is a band of earnest, hard-working women who love their village and who are willing to *work* for its good. Not by what we say but by what we do we shall be judged.

As I look forward to the year 1915, I have a vision of streets neatly planted with flowers or shrubs from Pondfield Road to Midland Avenue. I see all papers removed from our open squares and streets; unsightly places covered with vines—a pumpkin seed will do it;—the back doors of all houses made as attractive as the front doors; the detestable garbage can hidden so that our next-door neighbor cannot be annoyed by our neglect; manure piles banished; and our cellars so prepared that the offending fly will not infect our homes; I foresee that a public incinerator will be secured for the village, if it seems expedient; that we will see only pure food, clean stores and *legitimate* profits in Bronxville; and that coöperative buying will be resorted to if necessary. The consumer will learn that deferred payments and constant deliveries are increasing his cost of living



Safety First!

“Safety First”
to the housewife
means
safeguarding the
family’s
home-baked food.



Always use
ROYAL BAKING
POWDER
which insures
delicious and
healthful Food.

ROYAL BAKING POWDER is made
from Cream of Tartar—derived from grapes.

Contains No Alum



David Robinson

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"Yes Sir, The B. V. D. Label Is Right There"

"It's just like this—I welcome the man who insists on seeing the B. V. D. Red Woven Label on Underwear. It shows *me* that he wants well-made, full-value, satisfaction-giving merchandise, and it shows *him* that I sell that sort.

"No sir, I never substitute. It's 'penny wise and pound foolish.' You find out you didn't get the utmost for your money and you don't come back. Then—where do *I* come in?"

On every B. V. D. Undergarment is sewed

This Red Woven Label



(Trade Mark Reg. U. S. Pat. Off. and Foreign Countries)

Firmly insist upon seeing this label and firmly refuse to take any Athletic Underwear without it.

B. V. D. Coat Cut Undershirts and Knee Length Drawers, 50c., 75c., \$1.00 and \$1.50 the Garment.
B. V. D. Union Suits (Pat. U. S. A. 4-30-07)
\$1.00, \$1.50, \$2.00, \$3.00 and \$5.00 the Suit.

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at least ten per cent.—a great deal to pay for the carelessness of the cook, or the thoughtlessness of the housekeeper; and the tradesman will learn that the old days are over, that the housewife of 1915 is no longer the careless doll who does not know or care about the family expenses, but a business woman who pays her debts promptly, audits her accounts, weighs her food, and demands that she receive what she has paid for.

I see each of our committees assuming its responsibilities with enthusiasm, glad of the opportunity to do its share, and as I think of these things and the many more that might be added to them, I cannot think upon them as a Utopian dream, but as a blessed reality; and having accomplished these things, we will perhaps be more worthy the name of "Spotless Town," which was lately given to us by a kindly neighboring suburbanite, and will have set a standard in Westchester County that will be of far-reaching good.

Again I thank you for asking me to join you in such a work.

MRS. PRESSLEY BISLAND,
President Bronxville Housewives League.

All Food Shops Up To Standard

DURING the past year the Pure Food and Inspection Committee has inspected every shop selling food in Bronxville. It is with pleasure this report is presented, for with one exception, they were found in such a clean and sanitary condition that little fault could possibly be found. The few suggestions made by the Committee were received in a friendly spirit and a willingness was shown to act on such suggestions. In one instance only the Committee was obliged to report to the owner and obtain his assistance, in order to get the place properly cleaned and to have the food placed under cover.

Two lines of canned goods have been recommended and purchased coöperatively through a local grocer.

The matter of the contamination of flour when protected only by cloth bags has been brought before this branch of the League, and brands of flour packed in these bags have been recommended.

In conclusion, this Committee believes it may safely state that all food shops in the Village of Bronxville fulfill the requirements of the Housewives League.

MRS. HARLOW R. BROWN,
Chairman Pure Food and Inspection Committee.

Coöperative Buying

I THINK we may say that the year has been a successful one, especially for so young an organization. We have felt at times that the reports of the Committee on Coöperative Buying were mostly about eggs, but that seems the only commodity in constant demand.

We began with a few crates in the houses of two or three members, but the demand grew so rapidly that we soon felt the need of a public distributing center. Tuxedo Market kindly offered to take charge of the eggs, but this proved unsatisfactory, as many members charged their eggs and this made a delay in collecting the money; and of course we have to pay cash to the farmers. So, through the kindness of Fish & Marvin, we moved into their back office and now care for from five to six crates there per week. These, with the crates still sent to four private houses, make from eight to ten crates for each week; that is from 240 to 300 dozen each week.

During the winter we bought eggs through dealers in New York, and while at first these were excellent, they varied in quality and we had several complaints. We are now buying direct from four farmers, no one of whom is able to supply us with enough fresh eggs. The amount saved to each person on these eggs, of course, is not very great, but we have had flattering evidence lately that our influence for good products at reasonable prices is being felt.

Two dairies have been seeking anxiously to make bargains with the Housewives League, at much reduced prices. One offered us eggs at two cents over the wholesale market price, as quoted in the papers. The other offered them at 35 cents per dozen, delivered until May 1, and guaranteed to be only forty-eight hours old. These were tempting offers, as the price was lower than we could get

from the farmers, and of course it would have been much less trouble not to have to distribute the eggs ourselves. After much discussion, however, we decided we must refuse these offers.

We would have had to guarantee to these dairies a certain number of crates each week, and we felt we could not turn over to them our full list. Many members might say that if, by trading through our committee, they did not get eggs from the farmer, they preferred to choose their own dealer instead of being turned over to one they did not care for. After talking to the farmers and wholesale dealers, we also made up our minds that these dairies could not continuously supply us fresh eggs at such low prices and at the same time make anything on them. Now, naturally, they would have to get some profit out of our trade. It really seemed as though the prices were made just to get the trade of the Housewives League, and after it was once in their hands we would have had no way of making them live up to their guarantee as to the freshness of the eggs.

I tell this long story to illustrate the fact that we are really having an effect upon prices, etc.; also, because we have been asked why our eggs are not as cheap as those offered by these dairies. We want you to know the reason for our decision and for their temporarily lower prices. So much for eggs.

I think you all know that through the efforts of the League the local dealers have come down in their prices on dozen lots of canned vegetables. They are also carrying many things that we have hitherto been unable to obtain. We have found them very willing to add special brands to their stock at our request.

In the fall, we ordered eighteen barrels of potatoes and eighteen barrels of apples, also maple sugar and syrup, all of which I believe were satisfactory. I am sorry to say we did not succeed in ordering oranges and grapefruit wholesale. We had excellent offers, but the difficulties of distribution seemed too great. I hope another year we can arrange it, for some of the oranges offered to us were much better than any obtain-

able here and they were seven cents a dozen cheaper.

I think there is very little work for this Committee in the spring and summer, as eggs seem to be the only thing we can order wholesale in the warm weather. Further, the weekly ordering of the eggs has been so systemitized that it will be little trouble for the new Committee.

The only work I know of that we leave undone is the finding of a new distributing center instead of Fish & Marvin's, where we have trespassed long enough.

In closing I wish to say that I think this is the most interesting committee in the League on which to work. I resign from it with regret.

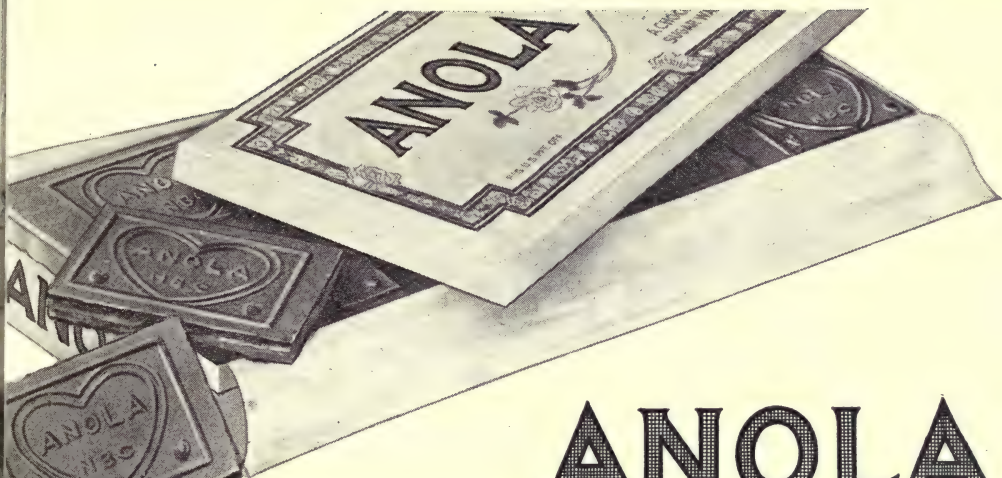
HELEN HAYES WATSON,
*Chairman Committee on
Coöperative Buying.*

Educating the Public

THE object of the Publicity Committee is to keep the members of the League informed of the activities of the central body of the League and of the work of this branch, and to publish the same in the public press, and also on occasion to distribute circulars, leaflets, etc., pertaining to the work of the League. No doubt the work of this Committee has been followed by the readers of the *Bronxville Review*, the *Mt. Vernon Argus*, and the *Tuckahoe Bulletin*. Whenever reports of the various other committees of the League were of general interest, these subjects were always included in the statements given to the papers by the Publicity Committee.

Mention was made in these articles during the year of the work done by the Coöperative Supply Committee and of the inspection of the stores in Bronxville, of ice cream factories supplying the village and of the Coöperative Supply Store in Montclair, N. J.

Publicity was also given to the willingness of the local tradesmen to co-operate with the League by giving discount, if in turn the League members would help the tradesmen by cash payments, by requiring fewer deliveries and by ordering in larger quantities.



ANOLA

ADORA — Delicious sugar wafers with confectionery filling. Appropriate for all occasions.

A wonderful revelation — a remarkable combination of crisp chocolate-flavored wafers and creamy centers. The sugar-wafer confection indispensable, for luncheons, teas, or any affair where the hostess wishes to make a favorable impression. In ten-cent tins.

**NATIONAL
BISCUIT
COMPANY**



Advertisements for food supply stores are guaranteed for sanitation only.



They are emancipating the thrifty, prudent housewives of America and the legion of conscientious grocers who serve them, from the vexing uncertainties of "just sugar." For—the housewife who says to her grocer, "Send the Domino Brand" sets in motion a thousand agencies all working toward perfection.

Far off tropical islands yield the raw sugar. Ox-carts, railroads and sugar-laden steamers all assist in its transportation to our refineries, where the contents of every bag must pass the expert tests of our watchful chemists and every ounce must be boiled, filtered, evaporated, screened and granulated until absolutely nothing but the crystallized essence of sweetness remains—sparkling, white and ready for service on your own pantry shelf, in our dust-tight, germ-proof packages. *Weight, purity, quality, all guaranteed by*

THE AMERICAN SUGAR REFINING COMPANY, ADDRESS, NEW YORK



Advertisements for food supply stores are guaranteed for sanitation only.

Mrs. Heath's address before the Bronxville branch of the League on "Twentieth-Century Housekeeping," also talks on pure milk and on weights and measures were summarized and published. Notices of the daily lectures and demonstrations given at the National Headquarters of the League in New York City were published, and articles of timely interest from other publications were condensed and sent to the local papers for republication.

MRS. ELMER C. GRIFFITH,
Chairman Publicity Committee.

Plague Spots Cleaned Up

THE Sanitation Committee has held three public meetings, one in school hygiene, in the Bronxville Public School, and the other two in Tuckahoe and Waverly, on flies and mosquitoes, with speakers from the Welfare Department of the Association for Improving the Condition of the Poor.

The manure pit in connection with the stable of the Village Hall was reported and the Health Officer ordered a close cover, which considerably lessened its work as a fly nursery. Bad conditions in two other stables were reported three times, with no noticeable improvement. The Health Officer ordered oil for mos-

quito-breeding swamps; this is said to have been used.

An exceedingly filthy dairy in ——— was called to the notice of the local Health Officer, then to the County Health Supervisor. At the end of six months the State sent an investigator who said it was no worse than some others. Again it was taken up with the Supervisor and now it is much improved — cows washed, some concrete floors in the barns, covered milking pails, and an attempt at cleanliness on the part of the milkers.

MARIAN WALLACE,
Chairman Sanitation Committee.

No Longer Needed

THE Committee on Membership of the Bronxville Housewives League reports that at the first meeting held March 19, 1914, a membership of forty was enrolled. Through the efforts of your committee this has been increased to two hundred and four. From this it would seem that a Membership Committee is no longer needed, but the Committee suggests that each member of the League consider herself a special committee to secure the membership of every housewife in Bronxville.

GERTRUDE S. BAILEY,
Chairman Membership Committee.

Housewives Fair in Houston

HOUSTON, TEXAS, March 5, 1915.

WE are right in the midst of a clean-up campaign, and have with us Mrs. E. L. Darwin, of our State Pure Food Department. The sanitation laws have been sadly neglected, and you can take it from me that we have a "job" on our hands.

We have just closed a membership campaign, adding about eight hundred new members. This has been very strenuous work. The next move we will make will be to take up the servant question and the organizing of a Junior League.

In reference to the junior work, we have had several urgent appeals from the school authorities, begging us, since we had made such a success of changing standards in other things, to come in and help "change the standard among the young girls in the schools."

At first I could not see how we could do this, having lost sight of the Junior Auxiliary, and then my new magazine came, with a report from juniors in other places.

We are working towards a "Woman's Fair" for the fall, in connection with our Houston carnival. I want to get this junior work started right away, because we want to give the juniors a special department in our fair, and of course, the sooner they get started the better. My idea is to take this up in the three high schools.

We are getting most definite results in Houston in our campaign against the use of veal. Just recently a man connected with one of our large packing houses here told us that they did not sell as much veal now in a week as they formerly sold to one large market in a day. This will

give you some idea of the strength and influence of the League in Houston. It brings joy to our hearts to know that we are getting results, after so much hard work.

Just as soon as we get the State work advanced a little more, I am going to urge a campaign against the use of veal, as a State move.

We have just had an extremely interesting and successful exhibit, or Housewives Fair, as it was called, in the windows of one of our leading stores, where it was viewed by thousands of persons and which resulted in a large accession of membership. Our members were in attendance all the time during the week of the Fair in the promenade in front of the windows to explain the object of the League and take the names of those who wished to join.

The exhibit included a model kitchen, dining room, living room and sewing room, and a model meat market, grocery and fish market. The space and many of the exhibits were given by the proprietors of the store, and all the other exhibits came from leading merchants of the city.

The kitchen of the model home was, of course, filled with all the approved labor-saving devices. Glasses and jars of home-made jellies, preserves, relishes and mincemeat stood on the refrigerator and table, and a jar of home-made cookies was also among the visible supplies. At the table sat the housewife figuring up the cost of the day's fare.

The dining room was furnished in circassian walnut, with handsome silver and china, and the housewife stood ready to serve the breakfast. In the living room she was at work at the sewing machine, with pressing board, electric iron, cedar chest and other accessories close at hand and in the living room she was resting from her labors.

This part of the exhibit, however, seemed to awaken less interest than the model meat market. Here the wares were displayed in refrigerated glass cases, and the spectators constantly remarked that they didn't know meat could be arranged to look so attractive. As for the prices, they were a constant source of surprise.

"Many people had to be told," said the *Houston Post*, in describing the exhibit, "that they were 'really truly' prices at which meat could be bought in Houston and not dream prices set by the Housewives League as something to be attained."

In the fish market the prices were equally surprising, "another triumph for the Housewives League," as the *Post* again remarked.

The model grocery was everything that a grocery should be, and the League representatives were kept busy explaining that there really were places in Houston where the same prices and the same sanitary orderliness prevailed.

MRS. J. EDWARD HODGES,
*President Houston Housewives League
and State Chairman of Texas.*

Mrs. Heath in Toledo

TOLEDO, O., Feb. 28, 1915.

AN event of great importance to the Housewives of Toledo was the visit to that city on January 7 and 8 of our National President, Mrs. Julian Heath. On the afternoon of the 7th, after a most enjoyable luncheon given in the Woman's Building, Mrs. Heath spoke, under the auspices of the Educational Club, to an audience of about five hundred women.

Her subject was "The Unrecognized Power of the Housewife"; and she

aroused in her hearers a new sense of their responsibilities as housekeepers under the changing conditions of modern life, and of the need for a more practical knowledge of the conditions under which much of the food for our tables and the other commodities which we buy for our homes are prepared and marketed.

The following day Mrs. Heath was the guest of honor at the January meeting of the Toledo branch of the Housewives League and in order that the members might have an opportunity to meet her,

NEWS FROM THE FIELD

Mrs. A. B. Crossman, the president of the local society, had arranged that the meeting should be of a more social nature than is the custom. Accordingly, it was held in her home on the River Road, preceded by a box luncheon.

At this meeting the members of the League were able to become better acquainted with Mrs. Heath than was possible at the larger meeting of the Educational Club, and her talk was as instructive and interesting as on the previous day. The local officers are hoping for a great increase, both in membership and in effectiveness, as a result of her visit.

JENNIE BROWN BRIGHAM,
Recording Secretary,
Toledo Housewives League.

Flemington Housewives Busy

FLEMINGTON, N. J., Mar. 5, 1915.

THE Housewives League of Flemington was organized in June, 1913, and events have proved it to be a live wire and deserving of the commendation and support of the citizens of Flemington.

During the first summer of our existence the State Board of Health gave its support to the League in enforcing the laws relating to the exposure of foods, and a great improvement in the local stores was the result. The past summer the State Board gave this matter to our local Board of Health for its attention. As there are no ordinances relating to these matters, some carelessness has since been apparent in the care of fruit and vegetables. However, the Borough Council has shown a willingness to pass the necessary ordinances, so we expect to be able to see our stores up to the standard this coming year.

The efforts of the League for a long time were directed to the enforcement of the bakery laws. In many respects the local situation is unusual, there being but one bakery in the town. This was conducted with a thorough disregard for the laws of sanitation or cleanliness. The Commissioner of Labor gave us the necessary assistance and we can now congratulate ourselves on an achievement of which we may be justly proud.

The gas rate in this vicinity being ex-



What It Costs To Get Safer, Better Matches

You get the same *number* of Safe Home Matches as of the common kind for 5c. The only added cost is the trouble of saying "Safe Home Matches" instead of "a box of matches."

Safe Home Matches are worth it—in economy—safety, efficiency. For you can light all the gas jets and burners with one Safe Home Match—the sticks are extra long and strong—don't break easily.

Safe Home Matches are non-poisonous—their heads don't fly—they don't spark nor sputter nor leave an after-glow.

Without a doubt they are safer and better than any other matches yet made. 5c at your grocer's—ask for them *by name*.

The Diamond Match Company



Advertisements for food supply stores are guaranteed for sanitation only.

Where the Best Grapes Go



RED WING the **GRAPE JUICE** With the Better Flavor

is made only from first quality grapes—select, vine-ripened Concord— the choice of the crop, grown in the famous Chautauqua Grape Belt.

Only the pure juice of one light crush goes into Red Wing. So it reaches your glass just as it left the grape, rich, sweet, full-flavored.

UNCHANGED UNADULTERATED UNFERMENTED

When you buy grape juice ask for Red Wing—insist on the brand that insures the utmost in purity, quality and grapey flavor.

If your dealer is unable to supply you, send us his name and address and \$3.00, and we will ship you a trial case of a dozen pints by prepaid express to any point East of the Rockies, or for 10c we will mail you a sample four ounce bottle.

Write for booklet containing recipes for many grape delicacies that delight both guests and home folks. It's free.

**Manufactured by
Puritan Food Products Co., Inc.
Fredonia, N. Y.**



NEWS FROM THE FIELD

orbitant, the League began to fight to lower the rate, and through the Public Utilities Commission succeeded in reducing it ten cents per thousand cubic feet. This is a slight concession, but we expect a greater one when the lines are extended and there are more consumers.

The Pennsylvania Railroad officials were prompt and courteous in complying with our request that a smoke nuisance from the use of soft coal be abated.

A formula for preserving eggs was printed in our local papers, and all those who followed the directions find it a great help in reducing the cost of living.

The Borough Council at our request oiled the street much earlier in the spring than had been usual, and the comfort and cleanliness resulting were most grateful to all the residents of the town.

We have a membership of seventy-five and are looking forward to a busy year. We hope to continue our work along all lines which have to do with the problems of the housewife.

LILLIAN A. CONOVER,
President Flemington Housewives League.

Protection for Cooked Foods in Norfolk

NORFOLK, VA., Mar. 3, 1915.

AT the request of the Housewives League of Norfolk, the Health Commissioner, Dr. Powhatan S. Schenck, has issued an order requiring all dealers in cooked foods to keep them covered. The dealers are taking a sensible view of the matter, although they state that compliance with the order will inconvenience them. Dr. Schenck says:

"I realize that the request of the Housewives League is not unreasonable. I know that conditions here have not been all that they should have been and I conceive it my duty to throw around food products all the protection that is possible."

Violations of the ordinance will be punished by a fine of not more than \$100, and each day of violation constitutes a separate offense.

HELEN C. WHITEHEAD,
President Norfolk Housewives League.

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OFFICIAL ORGAN OF THE HOUSEWIVES LEAGUE

A National Movement for the Federation of Housewives

VOLUME V

MAY, 1915

NUMBER 5

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A SIMPLE COTTAGE CONSERVATORY

HOUSEWIVES LEAGUE MAGAZINE

VOLUME V

MAY, 1915

NUMBER 5

The Modern Cottage

IT IS AN ALL-THE-YEAR-ROUND HOUSE AND IN IT
SPRING AND FALL UPHEAVALS ARE UNKNOWN

By MILDRED RICHARDSON KELLY.

THE homes of to-day should be furnished with extreme simplicity, and much thought and study should be given to the selection of their appointments. Simplification is essential not only to give us time for civic and social duties, but because only the simply furnished house can satisfy the demands of modern sanitary knowledge.

We not only have no time in these days for the upheaval designated "spring cleaning," which used to take place annually, to the discomfort of every member of the household and the more or less complete undoing of the housewife, but we want to be clean all the year round. If the house is carefully planned and furnished, this is by no means difficult, involving in fact much less work than the partial cleanliness of our grandmothers, and spring will call for no changes except the few that may be made for their psychological value.

It is such a house, the home of a very busy woman, with many interests besides her home and office work, that I am going to describe for you.

The living-room has been made the important room of the house. There was a limited sum to spend, and where this is the case the room where the family gathers and where friends are received should have first consideration.

THE CENTER OF INTEREST.

THE fire-place is the center of interest.

It is faced with hand-made terracotta tiles, and the only decoration on the mantle shelf is a pair of five-branched candlesticks. The Della Robbia cast above also adds a decorative note, but does not de-

tract from the dignified and simple treatment. A few pieces of Italian furniture have been introduced into the room and these are in keeping with the Della Robbia cast.

The rest of the furniture is mahogany, and to relieve the monotony of woods in the room a few stained wicker chairs are used. A suite of furniture, or furniture of one kind of wood, makes a room uninteresting. Woods and materials must be carefully combined to give the proper "texture" to an interior and produce an harmonious whole.

The living-room is longer than it is wide, so the rugs were placed on the floor to emphasize the width. For the same reason a long library table was placed at one side of the fire-place and at right angles to it. Had the furniture been placed the long way of the room it would have presented the appearance of a Pullman car.

The trim of the room is stained a mahogany color, and the walls are painted and stippled to tone with the trim and furniture. The color is difficult to describe; probably a copper color very much neutralized, that is "grayed," will best express it.

Shaiki silk curtains, the same color as the wall, hang at the casement windows, and there are no shades. When windows are treated without shades a greater charm is possible and the sunlight may be shut out by merely drawing the curtains.

The walls and curtains make a neutral background and a few pictures are hung on the walls. Intense color notes of red-orange in cushions and vases aid in "keying" the room to a high color note. Blue-



A CORNER OF THE CONSERVATORY.

green is used as a complementary color and aids in giving variety while tempering the warmth of the other colors.

ONE COLOR TO A FLOOR.

THE dining-room opens from the living-room and may be shut off completely from the living-room by a door, thus giving greater privacy than where there are no doors. The trim and walls are treated in the same way as in the living-room. It is desirable in a small house to have rooms on the same floor of one color, or if this be impossible, of related colors. The furniture in the dining-room is mahogany and here, as in the living-room, small rugs are used.

The house is lighted by electricity, and in the living-room wall brackets and table lamps are used to avoid ceiling lighting. Ceiling lights usually disfigure a small room and necessitates a fixed arrangement of furniture. The wall brackets have silk screens which are toned in color to the walls. The table lamps, which have been connected with plugs in the floor,

have shades of striped taffeta silk which give variety in color and material, and bring an interesting note of color into the center of the room. The shades and screens are backed by a gold silk which softens the light that filters through.

An important feature of this dining-room is the drop-light over the table. This has a large silk-covered drum-shaped shade, suspended by a brass chain and having the silk gathered below the light. The effect of the colored silk is to soften the white light and relieve the eyes from its glare. Too much cannot be said in praise of this shade, not only for the quiet and restful light it gives, but because of its simplicity.

Opening off the living-room is a conservatory maintained at slight cost of money and time by a judicious exchange of plants between it and the garden as the seasons change. Two sides of the conservatory are covered by a lattice-work over which English ivy is trained, and eventually there is going to be a fountain in it in winter. The plant boxes that decorate the porch in summer are removed to the conservatory in the fall, along with some ornamental plants from the garden. In the spring these boxes are replanted and put back in the porch, while the other plants are put back into the garden.

The bedrooms on the second floor have painted walls with curtains matching them. The woodwork is stained a gray-green, and in order to have the curtains toned with the woodwork, theatrical scrim in a brown tone was used to cover the casement curtains. Mahogany and painted furniture are used in these rooms,



THE COTTAGE, SHOWING A GLIMPSE OF THE CONSERVATORY AT THE BACK.

THE MODERN COTTAGE

and on the floors are small rugs. The electric-light fixtures are screened with a gay chintz.

THE SLEEPING-PORCH.

ONE of these rooms is used for a dressing-room, a sleeping-porch making this possible. The porch is enclosed by sliding glass windows hung with glazed chintz, and there are a couple of iron beds enamelled in color and covered with blue-and-white spreads, color being more desirable than the customary white of the bedroom for a sleeping-porch. The porch is on the south side of the house, and it is quite possible to use such an apartment all the year round in the vicinity of New York City and as far north as Massachusetts.

The bath-room and lavatory have been separated, and experience has shown that this is a wise arrangement.

THE WORK OF A FEW HOURS.

IN THIS house there is never any spring cleaning, nor any occasion for it, the few changes that are made out of deference to the season being the work of a few hours. The silk casement curtains in the living-room are replaced by printed linen, slip-covers are placed on the upholstered chairs, and chintz curtains and summer bed-spreads replace those of winter in the bedrooms. These changes, with the transfer of plants from the conservatory, are all that is left in this house of the time-honored custom of spring cleaning.

To attain such results it will generally be necessary to secure the services of an interior decorator, and if the architect and decorator can coöperate from the beginning, as in this case, so much the better.

It is a mistake to suppose, as many do, that such expert advice is only for the rich. Decorators are really expert re-



THE HEART OF THE HOUSE.

tailors of household furnishings, and it costs no more to employ them than to buy one's furnishings for oneself. They buy from the wholesaler at wholesale prices, and sell to the householder at retail, and the difference between these two prices is the only compensation they receive for their professional services. When you employ a decorator you pay no more for your household furnishings than you would have had to pay anyway—in fact it may be that you will pay less—and you get things that you could not have bought for yourself at all, because they are sold only to decorators.

When people realize this we will not have so many uninteresting and badly planned homes.

The Art of Choosing Wall Paper

THE EFFECTIVENESS OF THESE COVERINGS DEPENDS UPON
ON THEIR RELATION TO THE LIGHTING OF THE ROOM

By LOUISE LAMPREY.

THE time of new leaves and lengthening days is the real season for turning over a new leaf. Nature at this season makes all things new, and the human family, inspired by her spirit, instinctively overhauls its dwelling places and clothes itself in new raiment.

Among the questions which arise in connection with household renovation nothing is more important than the wall-paper. Unless one's furniture and taste are both collected hap-hazard from other people, the satisfaction one feels at home depends largely on a proper background, and there is about one chance in ten thousand that the one furnished by the landlord will be right.

Instead of allowing the landlord to paper the rooms himself, the wise tenant will, if possible, persuade him to make an estimate of what he is willing to spend on the job, and let the occupants of the rooms choose the paper. Usually it will be found that where the landlord would use cartridge paper and brocaded effects and landscape borders, a discriminating selection of cheaper papers can be made which will give a better effect at less cost. It is all in the knowing how. And few landlords have quite grasped the idea that the effective choice of wall covering depends absolutely on the question of illumination. With bright artificial light and plenty of it and a limited allowance of direct sunlight, we need a different range of selection from that suitable to a country house lighted by lamps and standing in the open.

AVOID GLOSSY PAPER.

A FEW rules of selection are safe and sure, and one is that a wall-paper with a glossy finish is out of the question in the average room. The only place where a light-colored, smooth-finished paper is in order is a ball-room, music-room, reception-room, or some such formal

apartment, where an effect of light and space is desired, and where the people and the furniture will appear in such brilliant gala attire that they will make a picture not unsuited to such a setting. White and gold, pale blue, pale green, with white panelling, are too trying for ordinary household use, and they do not suit any furniture but the finest and most costly.

The main reason against the paper with a glossy stripe, surface, or figure, however, is that it reflects the light, especially when the illumination is from a central chandelier, and this is constantly straining the eyes, causing in time the same feeling of irritation and pain that accompanies snow-blindness. The dull surface in paper, plaster, canvas or chintz, on the other hand, absorbs more or less light according to the tone and color, and the rougher the surface the better it is for the eyes. That is why old stone buildings and old wainscoting covered with carving in low relief are so restful compared with a smooth papered wall.

RESTFUL AS A JUNE MEADOW.

CHOOSE, then, for most of your walls a dull paper that will give a rough effect. Cartridge paper is better than smooth plaster, and grass-cloth, with its varied tones in the weave, is better still, but nearly as good an effect can be had with a cheaper paper, if it has a small and indistinct figure that a little way off looks like a plain surface. There are canvas-patterned papers the color of brown burlap; there are foliage papers in shades of green, olive-brown and grey as restful as a June meadow. But in any figured paper, the thing is to avoid the obviously repeated pattern. A good test is to imagine, when looking at the paper, that you will have to look at it all the time during a three months' illness, and fancy yourself counting the sprays.

THE ART OF CHOOSING WALL PAPER

A scientific estimate has been made of the amount of light absorbed by various materials, which will be of use in choosing paper for a very sunny or very dark room. It is tabulated thus:

Per cent of light
absorbed

White blotting paper	18
White cartridge paper	20
Foolscap paper	30
Chrome-yellow paper	30 to 50
Newspaper	50
Orange paper	60
Yellow wall (clean)	60
Yellow wall (dirty)	80
Yellow cardboard	70
Light blue cardboard	75
Emerald-green paper	82
Dark brown paper	87
Vermilion paper	88
Blue-green paper	88
Black paper	95
Black cloth	98.6
Black velvet	99.6

Of course, newspaper and blotting paper are not likely to be used for papering walls, but it can be seen from this what the effect of papers with a color scheme somewhat similar would be. It will be seen also that vermilion and blue-green paper, beloved of some landlords, actually absorb more light than would a dark brown wainscot, and that a buff or yellow paper is the only one which will

really light up a dark room and look cooler than white in a sunny one.

A perplexing thing to many inexperienced buyers is that paper does not always look on the walls as it did when the salesman obligingly displayed it in the shop. Red and green cartridge paper, and the chintz-patterned papers in rose tints, are liable to shift color in this way. The reason lies partly in lighting and partly in the laws of optics. The light in the shop is seldom the same as in the home; it is usually much stronger, whether it be sunlight or artificial light. In addition to this, red and green are "complementary colors," and when shown together look brighter, especially if there is white in the background, than they do when taken separately. Wholesalers find that in selling red tapestry it is not wise to show several red pieces in succession; the eye does not judge truly after seeing the first two or three, and the others look dull. It is a good plan, in choosing a paper, to narrow the choice down to the two or three patterns you like best, and then go away and look at something else, and come back to examine each pattern by itself.

With the advent of chintz and cretonnes—and nothing is prettier for bedrooms—came the desire to use with them



HOW DARK WALL-PAPERS WASTE THE LIGHT AS SHOWN IN THE MODEL APARTMENT OF THE GAS COMPANIES, AT NO. 30 EAST 42ND STREET, NEW YORK CITY.

the chintz-patterned papers so effectively used in England. In the Golden Cross Inn at Oxford, for example, there are papers with birds of paradise, parrots, peacocks and impossible flowers of all colors, in a bewildering but fascinating tangle. But in such an old house there is twice as much woodwork as in the average American home. Doors, windows, cupboards, wainscoting cut up the walls so that the whole of the pattern can scarcely be seen in one space. If you are going to use chintz paper, use either a very small pattern that will look like a plain surface, or a very large one in a room with wall-spaces much broken by woodwork and furniture—and hang no pictures on it save black and white ones.

Red wall-paper should be avoided unless, as in the case of chintz patterns, the wall is not large in area, or is intersected by woodwork. It can be used in a library or "den," because the book-cases form the lower half of the wall or fill the larger spaces, but even here it is hard to manage unless the furniture is dark oak and leather, and it is a bad background for most pictures.

It is queer, but true, that a little red gives a more cheerful effect than a great deal of it. In old tapestries, stamped leather, Chinese silks, Italian velvets, which give an impression of glowing reds, it will be found at second glance that the red is quite unlike the glare of red cartridge paper or portieres. Either the leather is tooled into a deeply indented surface full of tiny shadows or overlaid with dull gold tracery, or the velvet is stamped or brocaded, or the tapestry is of red interwoven with duller tones. A dark olive-brown wall-paper will throw out the reds in books and cushions and a silk lampshade and give the cheerfulness of a flickering fire, but one need only recall the solid red of hotel reception-rooms to understand how dreary red can make a room.

Another point to be considered is the type of lighting to be used. It should be suited to the room, and the paper should be suited to the light. A library is not intended to be filled with a glare of light. It should have a good reading light, and enough light from

some source to make it possible to see treasured pictures or select books from the cases. It is also to be remembered that in a library, or dining-room, the glass doors and shining surfaces reflect light and relieve dullness.

TOO MUCH OF A GOOD THING.

THERE is no such a thing as too much light. Criminologists say that confinement in a room flooded with light is an effective punishment for convicts, and people who take rest tours in the north of Scotland in summer are apt to come back nervous wrecks because there is practically no night there at that season. It is far better to choose a wall-paper which will make the minimum amount of light quite sufficient, and use only what light is needed, than to add to the glare of reflected light from a brilliant wall the brilliance of unnecessary gas jets.

If you experiment with the lights, using the softening gas mantle, shades and reflectors of various kinds, and the contrivances which provide indirect lighting, you will arrive in time at the correctly balanced lighting and decoration scheme for your room. The lighting companies will furnish, on request, expert advice as to the amount of light actually needed to light the room, and your dealer will send, if you desire it, samples or rolls of paper in the two or three colors between which you wish to decide, so that you can get the effect of each under both natural and artificial light. It may take a day or two of extra time to make sure of the right thing, but you will have the pleasure of living with it at least a year when it is done.

THE INSIPID BLUE ROOM.

THE color of the paper will depend mainly on three things: the question whether the room is light or dark in exposure, the use of it, and the furniture which is to go into it. Blue, so often used for bedrooms, is rarely in place there. It is a cold and cheerless color and must be warmed with yellow or gold-brown for ordinary use. For a room which is likely to look uncomfortably warm, however, a combination of blue,

pale olive-green, and white is good; and delightful effects may be secured by using this color scheme in a dining-room, with blue and white, or brown, or green china, and a touch of yellow here and there. Study a Chinese rug in dull blue and olive-browns and old gold, and you will get a blue color scheme very different from the insipid "blue room."

But blue and brown without a strong definite note of orange, deep rose, or copper-red to give it "ginger" will not have sufficient individuality to make a room impressive. In a room with brown or buff paper, golden oak furniture and a good deal of blue and white in curtains and textiles, a lamp-shade of orange, as vivid as it can be made, and a teak tabouret, black picture frames, or black chairs, will give the needed accent.

IF YOU MUST USE CRIMSON.

ONE of the hardest colors to coördinate is magenta—or any of the purple-red shades. Crimson in any quantity is depressing; and yet many people have furniture, portieres and rugs of this uncomfortable hue which they cannot throw away. One way out of the difficulty is the way taken when these shades were fashionable in the early 'seventies. At that time, it will be remembered, white curtains were in vogue; most people's pictures were engravings in black and white, and the woodwork of most houses was white. With wall-paper in formal stripes of grey and white, finished with narrow garlanded borders, or nearly black, as it sometimes was then, crimson plush had an effect entirely different from that which it has in these days of brown woodwork and colored cartridge papers and informal furnishing. If you must use crimson upholstery, get all the purple-reds in one room, away from the cardinal and poppy and rose shades, and discipline them with plenty of black and white and pale grey, and a touch of deep green.

A home-making heroine of Mrs. Stowe's, who lived on Varick Street in the seventies, did her dining-room in crimson paper, with panels of black, a Neapolitan print in the middle of each; her draped curtains were white muslin,

her ceiling white, her carpet crimson, her china white French porcelain with flower-garlands, and ivy-garlanded pictures and house-plants on a window-stand set off the white and red. Such a room, in balanced effects of black and white and crimson and green, would be pretty, even if quaintly archaic, to-day.

For a living-room the color scheme suited to a library might seem dull, and a delightful one is to be found in "The White Pagoda." The heroine had teak furniture with cane seats, and much Chinese lacquer in black, red and gold; she had walls of greyish white, and Japanese prints in black frames. Of course we may not have lacquer and teak, but we can have walls nearly white with dark furniture, gay prints or lithographs in black frames, and Oriental colors in rugs, with sofa cushions, lamp shades and curtains carrying out the colors of the rugs.

SUGGESTIONS FOR COLOR SCHEMES.

THERE is no better way to work out a color scheme, in fact, than to base it on some one beautiful thing, like an Oriental rug, a porcelain jar, a painting, or a bird. Take, for example, the little Australian bird known as the cockatillo. A room done to match his plumage would be charming. At first sight he looks all grey, but on closer observation his soft grey feathers are seen to have a tinge of olive, and underneath they are white. The walls, therefore, should be papered or kalsomined in grey of this kind.

As the cockatillo flutters about his cage you find that his wings are bordered with pale lemon-yellow picked out with black, and there is a little Indian-red on his head; these colors, in an Oriental rug, on a dark brown floor, would be ideal. or the rug might be red and black, and the yellow silk of half-curtains, the dark outline of colonial furniture, and a red lacquer box or red porcelain jar might carry out the color scheme. Such a room would not only be lovely in itself with very little furniture, but it would make a good background for books, china, and the general business of living. Almost any bird can give you suggestions for an equally good color scheme, unless it be a blue jay, or a cardinal-bird, or a crow.

The Solution of the Egg Problem

HOUSEWIVES LEARN TO PROVIDE THEIR FAMILIES WITH THIS INDISPENSABLE FOOD AT TWENTY CENTS A DOZEN ALL THE YEAR ROUND

By MARY E. McOUAT.

HOW can we improve our diet without increasing our expenses?

This question, which every good housewife asks herself almost every day, was propounded a few weeks ago to an audience of housewives at the Headquarters of the National Housewives League by Professor Frederic H. Stoneburn, and answered very simply and briefly.

"Eat eggs," said the professor. "Not eggs at 60 cents a dozen, of course, but eggs at 20 or 22 cents. You can have them at that price all the year round, and at such prices they are the best and cheapest animal food you can buy."

The egg which can be had at 20 cents a dozen all the year round is, of course, not a fresh-laid egg, but let no housewife despise it on that account. Prof. Stoneburn has served eggs six months old to his mother-in-law, the most fastidious of New England housekeepers, and she supposed they had been laid the day before.

"It seems so nice," she remarked, "to get real fresh eggs."

These "real fresh eggs" had been preserved in water-glass. In his own home Prof. Stoneburn uses eggs of that sort all the year round, except at the height of the egg season, and as he was professor of poultry husbandry at the Connecticut Agricultural College for seven years he ought to know a good egg when he sees it, or eats it.

AS GOOD AS FRESH EGGS.

HIS custom is to begin to put down eggs during the season of highest production, beginning the latter part of March and lasting on into June, and to begin to use them about the middle of June when the price begins to rise. Up to six months he has found, his experience being corroborated by the unimpeachable testimony above quoted, that they are as good as fresh eggs, while far

beyond that they are still good enough to be poached and as satisfactory as many so-called fresh eggs that one buys from the grocer. Even at the end of three years they have been found to be eatable, but as no one wants to keep eggs for three years, this fact is more interesting than important.

In boiling preserved eggs, however, it is necessary to remember that the pores are closed by the silicate of soda, and that they will break if provision is not made for the escape of the air expanded by the heat. This is done by making a few pinholes in the large end.

The method of preserving eggs in water-glass or silicate of soda, was described in last month's magazine. Prof. Stoneburn added some cautions and details.

"The first problem," he said, "is to get the eggs. No egg improves in storage, but a good egg can be kept good for a long time."

For the purpose of securing fresh eggs, as well as eggs at a reasonable price, to put into the preservative, Prof. Stoneburn advised making direct connections with the producer. A question addressed to the audience brought out the fact that while fresh eggs were selling at 20 cents in Jersey they cost from 30 to 35 cents in New York.

"There is no reason why you should pay that difference," said the lecturer. "If you can get in touch with a producer, he will be very glad to send you a case of eggs at very much less than 30 cents, and he can arrange to have it reach you the day after the eggs were laid."

At this point it transpired that Headquarters had already established the necessary connections with the producers, and before leaving each housewife who wanted it was supplied with the address of a farmer who had eggs to sell.

THE SOLUTION OF THE EGG PROBLEM

If you have any doubts as to the freshness of the eggs," continued Prof. Stoneburn, "you can candle them yourself. All you need is a pasteboard box with a hole in it, and a lamp or electric bulb inside. Hold the egg in front of the hole. If you can see the yolk as a yellowish golden glow, not very clearly defined, and if the air space at the top appears as a small clear space about the size of a dime, the egg is fresh. The larger the air cell at the top the staler the egg. If you see a dark ring, it indicates that a chick had begun to form and that the embryo died. This is called a blood ring. The settling of the yolk to the bottom, or its adherence to the shell, are other signs of staleness easily distinguished by the candle.

"At first you may not be able to make these observations with certainty, but with a little practice you will find yourself becoming reasonably expert. At the beginning it will be well to break the eggs, after examining them before the light, to test the accuracy of your observations.

"To see if the eggs are cracked tap them together two by two. If the shell is intact, it will give out a clear ringing sound. If it is not, the sound will be deadened.

"If an egg is very dirty, it had better be used immediately, not preserved, but a small spot of dirt may be scraped off.

"Infertile eggs are considered more desirable than fertile ones, but you will find it somewhat difficult to get them."

Almost, if not quite equal in importance to the quality of the eggs is that of the water-glass, or silicate of soda.

MANY GRADES OF WATER-GLASS.

"SILICATE of soda," said the lecturer, "is used for many different purposes. There are a large number of grades and it is sometimes difficult to know how to get one that is suitable for preserving eggs. Often the solution is too alkaline for the purpose. Again the liquid may have been all right when the barrel was opened, but by the time you get it it may have evaporated, and then you don't get the right proportions when you mix it with water. You will find the

powder more reliable than the liquid, but you must get the kind that is especially prepared for preserving eggs."

Having got fresh eggs and a proper solution of silicate of soda, other things do not seem to matter so much as one might expect. The rule about keeping the eggs in a cool place may be variously interpreted, so long as they are not allowed to freeze. Prof. Stoneburn does not recommend a temperature of 110 degrees Fahrenheit, but he has seen eggs come out all right after having stood all summer in a woodshed where the thermometer sometimes went to that figure. In answer to a question he said that he did not quite know how eggs could best be stored in a city flat, but wished some one would try the experiment of packing them in glass preserving jars. One objection to this plan would be that it would take more water-glass than when the eggs are all packed in one vessel.

When this extremely simple method of preserving eggs becomes more generally known Prof. Stoneburn believes that our consumption of eggs will greatly increase. At present they constitute only five per cent. of the average diet.

A UNIVERSAL FOOD.

"EGGS," he said, "are not only one of the cheapest foods, when we can get them all the year round at 20 cents a dozen, but they are one of the best and most adaptable. They are suitable both for the old and the young, the sick and the well. They are easily digested, and when fresh one can be sure that they are absolutely pure.

"You sometimes see stories in the newspapers about typhoid germs in eggs, but the newspapers sometimes get things very much mixed. In collaboration with Dr. Leo F. Rettger, I examined thousands of eggs at all seasons of the year, and most of the few germs we found in them might have been introduced during the experiments.

"One organism we did occasionally find in the yolk, but it is perfectly harmless to man. I would be willing to drink half a pint of the pure culture. Of course, an egg that has been laid for sometime and kept under unsuitable conditions does

take up organisms, which multiply at a tremendous rate. These are mainly the bacteria of putrefaction, and you wouldn't think of eating such eggs, though it is said that some of our bakers use them for cake.

"Not only is a fresh egg almost in-

variably sterile, but the white is antiseptic. Many disease germs if treated with egg white will die in a few hours. The oviduct of the hen is generally sterile also, and most germs will die in from twelve to twenty-four hours if introduced into this organ."

Leaves from My Housekeeping Experience

By GRACE W. BEALE.

[EDITOR'S NOTE.—However much attention the members of the Housewives' League may give to the larger housekeeping, they never forget the practical details of their own individual housekeeping. In fact, their interest in these matters is but intensified. The broadening and deepening of the profession of housekeeping is reviving among our members their old family recipes and bringing out the individual practical ideas which each housewife has, and which, possibly, her grandmother, or her great-grandmother, had before her. Many of these ideas are coming to the Executive Committee, and they are so valuable that we want to pass them on to other housewives. Therefore, with this number, we start a special department in which we propose each month to give you the best ideas, or recipes, of some member of our League. This month we present Mrs. J. W. Beale, a member of the Greater New York League and an active worker at National Headquarters. The members of the League and readers of the magazine are asked to contribute to this department. We want to hear from the North, the South, the East and the West. If you send your picture along with the ideas, so much the better, as we all want to become acquainted with each other.]

SALT will curdle new milk; therefore in making gravies, etc., the salt should not be added until the dish is prepared.

A handful of salt put under the bottom of pans in the oven will prevent the burning of cakes and other things easily scorched.

Anything mixed with milk requires a slow fire to prevent scorching.

A small lump of butter dropped into the kettle of beans, rice, etc., that foams and sputters over the stove, will prevent "boiling over."

For more digestible and very delicious baked beans, try five tablespoonfuls of olive oil to a quart of beans, instead of pork.

To make moist and very light, add a couple of cold boiled potatoes, mashed fine, to your baking-powder biscuits, as a substitute for milk.

To prevent toughness, sponge, or other cakes, should always be made with hot water. The texture and color of cake mixed with water is lighter than when milk is used.

If brushed with the white of an egg before the fruit is put in, pie crust will not be soggy.

To whip thin cream, or augment, add the white of an egg.

For pasting labels, etc., use white of egg; they will not come loose and will stand dampness and water.

When frying oysters add a little baking powder to the cracker crumbs.

To boil eggs until the white is "set," cover with cold water and put over the fire until they come to a boil.

For luncheon try soft cheese sandwiches fried in butter.

Pour melted butter on the top of canned tomatoes before sealing, to keep them sweet.

A sprig of parsley dipped in vinegar and eaten after the meal of which onions formed a part will remove the onion odor from the breath.

To make flaky mashed potatoes use hot milk and beat hard.

Grate an apple into your horseradish and you will have a fine relish.

Why Housewives Demand Package Foods

THE INDIVIDUAL CONTAINER FIXES RESPONSIBILITY AND
THUS BECOMES A GUARANTEE OF QUALITY AND QUANTITY

By MRS. JULIAN HEATH.

Address before the American Specialty Manufacturers' Association.

BEFORE I begin to consider with you the subject allotted me to-day, "Why the housewife demands foods packed in the original individual container," I wish, if you will allow me, to present to you the National Housewives League. I desire to do this not alone that you gentlemen may know of this great economic movement, but in order that I may draw your attention to the relation of the present-day housewife to the manufacturer, and thus show you why the question of package goods is of vital importance to the housewife.

The Housewives League, as the name implies, represents the organized housewife and is, so far as I know, the first national and now international organization composed alone of housewives, banded together solely to study and advance the profession of housekeeping and to affect and control all matters which pertain to the home.

The study of home economics in our schools, colleges, State departments and woman's clubs has been steadily advancing during the last decade, but I believe it was the much exploited high cost of living that made the great body of housewives realize their responsibility and power in all matters which pertained to the home.

If the American woman has failed at all, and I am not going to concede that she has, it has been because she has not recognized her economic function as the disburser of the family income. Marriage is a partnership by which the man becomes a producer of the funds for the family and the woman the administrator of those funds. I said before that women had not recognized this. Let me add now that even society has not recognized it, wherefore society has demanded that the man be trained to produce, while it has not demanded that the woman be

trained to spend. And yet statistics tell us that ninety and three-fourths per cent. of the money in this country is spent directly by the woman. Realization of this fact produced the class-conscious housewife and brought about what I believe is destined to be a great crusade for the protection of the home.

There are but two fields in economics: production and consumption. In the main men are the producers of the wealth of the world and in the main women are the consumers or the administrators of that wealth. With these two fields in economics clearly defined, the business of producing for the home recognized as the man's function and the business of conducting that home recognized as the woman's function, the woman begins to see that her housekeeping is a business and that as such it must be run on a business basis. With this fully in mind, the whole attitude of woman toward housekeeping changed.

THE STRUGGLE BETWEEN OLD AND NEW.

YOU know we have been told that "women are not on their jobs as housekeepers." Suppose we grant this, but add that there has been a reason. There has been a struggle going on between home economics old and home economics new; a new housekeeping has been taking shape.

One hears a great deal about the new housekeeping, but, comparatively speaking, few women really understand that to-day's housekeeping is totally different from that of yesterday and how it is different. Let us look for a moment at a picture of the kitchen in the days of our great-great-grandmothers. What do we see? The women of the family are spinning and weaving and dyeing and cooking before the huge open fireplace; over in the corner the men are

making shoes; the weekly wash is in progress in another part of the room; and on the walls and from the rafters hang dry fruits, ham and bacon. In other words, this much-vaunted old-fashioned home was a manufacturing plant, grocery-store and home combined.

Then came a great change; the weaving, the spinning, the soap-making, the pickling, the preserving, the dyeing, the baking, and even the washing were slowly, one by one, transferred to buildings outside of the home, that is, to factories.

WHY THINGS WENT WRONG.

THE wonderful development of steam and electricity brought this about. So gradual was the revolution that the women hardly noticed it and did not appreciate it; but with the building of the first factory the new housekeeping began, and from that time until the present day it has been taking shape. It has been in a formative period and all formative periods are chaotic periods. We housewives have been living in this formative period without realizing it, and that is the reason that things have seemed to go wrong with the profession of housekeeping—and they have gone wrong, there is no denying it.

This removal of the home industries from the home to the factory not only produced a revolution within the home, but it gave women an entirely new economic function and changed the whole world of trade. It transformed the woman from a producer into a buyer. She had to begin to learn to buy with money what before she had produced out of raw material. Our great-grandmothers saw both foods and fabrics transformed from raw material into the finished product. They knew that the materials were good and the foods pure.

Was it a mistake then for us to allow these home industries to be commercialized? Not at all. The mistake was not in letting the industries go from the home, for the removal of these industries made the home a better place to live and develop in. The mistake lay in the failure both of the woman and of society to recognize woman's changed economic function and her obligation to keep con-

trol of these home industries through knowledge of them.

This position is now fully recognized and I can therefore present to you the Twentieth-Century housewife who recognizes her economic function as the disburser of the family income, who recognizes her housekeeping as a profession, who is placing her housekeeping on a business basis, and who is endeavoring to become an intelligent consumer.

For centuries you men have been struggling for intelligent efficient production, and have organized it. I now can present to you with great pride organized consumption, organized to become intelligent consumption; and I am sure that you will agree with me that this organized intelligent consumption not only is having but will have a wonderful effect upon the whole world of trade.

WAKE UP, HOUSEWIVES!

YESTERDAY I received a report from the Housewives League of Norfolk, Va. In a circular which they have issued they have modified a famous slogan into "Wake up, Housewives!" adding:

"Within the last year Norfolk has experienced a great awakening in commerce, in politics, in social service, etc. Scarcely a man but has put his shoulder to the wheel of progress. The women, too, have taken a leading part in many movements; but one class, the greatest in the community, has hardly stirred from its age-long sleep. Like dreamers, half-awake, they hear the catch-words of the day: 'Pure food,' 'economical buying,' 'poisonous preservatives,' 'tainted milk,' etc.; but they scarcely understand. These subjects bore them and they say: 'We have always got on without all this fuss and we are none of us dead yet. Do let us have a little peace.' Those of us who have learned a little about these things, however, find it impossible to be bored by them. There is joy for us in the knowledge that there has arisen a great organization comprising hundreds of thousands of women all over the country and known as the Housewives League, and that a branch of this League has been formed in Norfolk."

WHY HOUSEWIVES DEMAND PACKAGE FOODS

I feel that this vision of the Housewives League Movement is quite inadequate to express to you its reason and its spirit; but if you will merely take it as a vision and follow all lines of thought suggested to their ultimate end, I believe you will see the tremendous power and influence we are destined to exercise. The possibilities are endless and the lines of study which the housewives are taking up are also almost endless, but among them the matter of food products is one of the largest and most vital.

It was the Sales Manager of Runkel Bros. Chocolates, I believe, who, in *Printer's Ink*, said that "when laymen, no matter how brilliant or learned they may be in other matters, endeavored to express their opinion on subjects regarding which they have little actual information they are pretty sure to go astray," adding that "to judge correctly one must thoroughly understand all sides of the question."

This leads me to be cautious and to say before discussing the question before us that I am not a scientist and the Housewives League is not an organization of scientists. We are just plain housewives, consumers, and what I say to you will merely represent a housewife's point of view, although our proudest claim is that we are thorough in our investigations and that we do endeavor to see and understand all sides of the many questions which present themselves to us for study and action.

TAUGHT BY EXPERIENCE.

I BELIEVE I can place this matter of the demand of the housewife for the original individual package before you in no better way than by asking you to go back with me in your thoughts to three years ago when our Housewives League was organized. Then I too talked scornfully of the package habit. In our investigation looking to a reduction in the cost of living we considered the question of package goods. It appeared to us that the package, the packing and the fancy labels, added materially to the cost of the product to the consumer.

In the next step of our investigation

we began to say to our members: "You must know the ingredients of the foods which you buy, read the labels on your containers, and read them carefully. Go beyond reading the labels; go to the factory where your foods are produced and see that they are put up under sanitary conditions. You must have full knowledge of all foods which you buy, and this is the only way to obtain this knowledge."

Suddenly I saw I was arguing directly against myself, because the only way that one can know what one is buying, and the only way that we can find the factory where foods are produced, is by having those goods delivered in a container with the manufacturer's name thereon. Unless goods are labeled or identified in some way, how are women to know where to find the factories? This meant a right-about-face on this question, and then came a thorough study of the whole situation from a different angle.

A MEANS OF IDENTIFICATION.

THE package, or original container, became a new entity. It became the way in which we could identify the goods which we bought. The word "trade-mark" took on a new meaning. We saw that the elimination of the original package and the trade-mark would virtually eliminate all of the pure-food and net-weight legislation for which we women had been earnestly working.

The label is the housewife's only guarantee of quality, purity, sanitation, standardization, and possibly we may safely add, when we take everything into consideration, economy. When goods are bought in bulk the only guarantee back of them is the disburser, and granting that he may be both honest and reliable, his tastes may differ from those of the individual consumer. Is it then to be left to the distributor to buy what suits him best and sell it to the housewife with no guarantee to her that what she buys is the best that can be had for the money?

Our pure-food laws show us, if we are intelligent readers of the label, whether or not the article we buy is pure, but it tells us little about quality. This question of grades and quality is all-important, not only as it affects the goods, but as it

affects the market price. So thoroughly is this question of grades and quality becoming recognized that we now have trade-marked oranges, apples, poultry and many other things that were formerly sold in bulk.

It is the desire of consumers to know what they are buying and the desire of the manufacturer or producer to give of his best that has led to the trade-mark which stands for known quality. The "just-as-good" era has passed, so far as the housewife is concerned. At least with the members of the Housewives League, they are going to know what they are buying; they must have identified goods.

A word on the question of quality and our pure-food laws. The other day a gentleman from the West, who does not agree with me on the importance of the original container, wrote:

"Recently there were over two score of convictions in a certain State of manufacturers who delivered their goods to the consumer in the original package. Over two score of convictions does not speak well for these self-constituted guardians of the public table. Every issue of any publication reporting these things is abundantly decorated with the same kind of news."

My reply to him was: "But don't you see that these manufacturers could not have been caught except by identified goods. It is obvious that the housewife cannot obtain a chemical analysis of all foods which she buys. Her only safeguard and the only value to her of the pure-food laws is the label and the identity of the man back of the label whom she may hold responsible."

It seems almost tautological to speak of quality and sanitation, because sanitation makes for quality; but the sanitary feature is such an important one that I want you all to realize that the housewife recognizes and appreciates what the manufacturer is doing to deliver goods to her in a sanitary manner. Our knowledge of sanitary science began as far back as the Eighteenth Century, but the greatest strides have been made in the last thirty years. In this age of sanitation the old adage, "Everyone must eat his pound of

dirt before he dies," is obsolete. The food manufacturer of this country who is worthy of support by the consumer is helping to bring this about, and there is no greater power or force making for this end than the rapidly growing custom of delivering goods to the consumer in the original package.

There are advantages all the way along the line which I have not time to enumerate, but I do want you gentlemen to know that the housewives appreciate it. More and more of them are beginning to realize what it means when you say, "No human hand touches this food until it is delivered in your kitchen." I realize this more and more each day, as I visit our wonderful manufacturing plants with their almost human machinery.

Then there is the question of quantity. The package not only gives us quality, purity, sanitation, but also, now that we have our net-weight laws, guarantees quantity.

Some time ago a member of our Housewives League in New York City reported that a certain merchant was selling sugar very cheap, and suggested that we advise our members to buy of him that day. The price was much below the market. An investigation showed that this merchant was short-weighting on each three-and-a-half-pound package of sugar anywhere from one to three ounces. Of course, the apparently low price of his sugar had attracted a large number of customers on that day. His store was well filled. Other merchants in the neighborhood were getting no trade. This was unfair competition. The sugar was weighed and placed in paper bags with no net weight marked thereon. The pure-food and net-weight laws make it possible for the consumer to know exactly what she is getting for her money. It is then, to use an apt phrase, "up to her" to buy or not, as she desires.

ARE THEY REALLY MORE EXPENSIVE?

AS to the cost of package goods to the consumer we are not yet ready to report, although our present investigations are leading us to ask some questions.

Suppose there were no package goods

WHY HOUSEWIVES DEMAND PACKAGE FOODS

on the market, what would be the effect upon the retail store? Would it not mean increased space, with increased rent, an increase in the number of clerks in order to weigh and pack the products, an increased expense for paper and twine, more bookkeeping, because package goods afford a perfect means of checking receipts and sales? Would it not mean less efficient service to the public, greater cost to operate the store, more leakage in waste and sampling?

I believe that the weighing of products in the retail store has been a much neglected part of the business and has caused many failures. Not only has there been waste in weighing, but the clerk has too often gone on the theory that a "little over does not matter," giving overweight in order to please the customer. As to sampling, you and I remember the time, not long since, when the retail store had huge signs which read: "Please do not sample the goods."

Every leak means either additional cost to the consumer, or additional loss to the retailer. In other words, it all comes down to this concrete question: Is it cheaper to pack goods in the factory by machinery, or in a retail store by hand? The consumer must pay the bills anyhow, and where does the greatest economy to the consumer lie? One manufacturer told me that it cost a tenth of a cent to pack his goods in a five-pound package. Another stated that his cost four and one-eighth mills on a pound package and that he packed from forty to forty-three per minute or 2,580 an hour. Could the retail merchant save the consumer anything on these figures?

Then, too, the package standardizes, I believe, not only quality and sanitation, but, in a large measure, price. The price of package goods does not fluctuate as easily as that of bulk goods. This is well proven in the case of meat, milk, produce and other articles not sold in packages.

Finally is it not possible that with an increase in the demand for package goods the price may be lowered? It should be the aim of all manufacturers to produce an article of merit to retail at a fair price to the consumer and a fair profit to the retail merchant. If the manufacturer of

such an article, which he delivers to the consumer in an original container, should make it impossible for any retail merchant to say to the consumer, "I can sell you the same goods in bulk at a lower price,"—mind I say the same goods, not substitute goods; then, will it not be possible, when all goods are in packages and unfair competition eliminated, to let the consumer have the benefit of the increased demand by lowering prices?

WE WANT FULL INFORMATION.

WE HAVE heard many times these words, "Let containers show what they contain." We are going to add, "And where they are put up." If we are to carry to the ultimate end the aim of the members of the Housewives League, that is, to know where and how their food products are produced, we must eventually have not only the manufacturer's name, but the address of his factory. We want this on the original package, even when this package passes through several hands before it reaches the retail trade. Where the goods are handled by the wholesalers and jobbers we ask that the label shall say: "Packed by For" In other words, we want to carry to the ultimate end this holding the manufacturer of our food products responsible, and we feel that that can only be done by a full and positive identification of all the goods.

I have just touched briefly on this subject as the housewife is beginning to see it. You gentlemen, who are professionals in this matter, can amplify and add to these thoughts.

It has been said that a pessimist is one who has to live with an optimist. Now, I am an optimist, a hundred-per-cent. optimist, but I hope that my optimism will not produce a single pessimist in this audience, for I want you, every one of you, to agree with me that the signs of the times point to the mutual good of producer, manufacturer, trade and consumer.

We have been told so much about impure foods that we had come to think that there were no pure foods on the market, but that is not so. Our investi-

gations have shown that the manufacturers of goods worthy of the support of the consumer have ideals of perfection just as the consumer has, and I am very glad to be able to pay that tribute to the manufacturers and the producers and also to the honest trade of this country.

Why have the producer, the manufacturer, the trade and the consumer been so far apart? It has been because they did not understand each other. I made this statement the other day to a large merchant, and he said, "But the housewives never seemed to care before, and they have never been organized."

ORGANIZED CONSUMPTION.

THAT is quite true, but we now have organized consumption to deal with, and, in my optimism, I wish to say that the signs of the times are good. They point to a better understanding between the producer, the manufacturer, the trade and the consumer, which will lead to co-ordination of work for mutual good and the elimination of all undesirable elements in trade. You have been working on intelligent production. The house-

wives are now working on intelligent consumption.

In closing this paper I wish again to ask you to coöperate with us in our work of creating intelligent consumption, in helping us turn the key of the consumer's demand for honest goods put up under the best conditions.

We offer to you the coöperation of the Housewives League, invite you to our National Headquarters, No. 25 West Forty-fifth Street, New York City, which has become a clearing house for all home matters and where the producers, manufacturers, the trade and the consumer meet. We believe that what is for the good of the manufacturer is for the good of the consumer, and what is for the good of the consumer is for the good of the manufacturer, and we are offering you our coöperation on the understanding that when we can agree on reforms and policies we will work with you to bring them about, and that if there should come a time when we cannot agree, we will fight the issue out, hoping that the side representing the greatest good to the greatest number will win.

Consumers of New York State Still Waiting

IN these days of investigations of which too often the citizens of the United States do not learn the results it is gratifying to have the Department of Justice report early as to the evidence covered in its investigation of the wheat situation.

This investigation, as you know, was made by the Department of Justice at the direction of President Wilson and began in January. Charles F. Clyne, of Chicago, was in charge of the inquiry and his report, lately issued, says:

"The results of the inquiry to date have strengthened the belief of the Attorney General that the great factor in the rise was an unusual demand for wheat abroad and the speculation to be expected as a consequence."

Mr. Clyne adds that while the Government has not yet concluded its investigation of the wheat situation, it is not likely, from the facts laid before the officials so

far that any criminal prosecutions will result.

A commission recently appointed in Pennsylvania to investigate cold storage has reported that they found no manipulation among the cold-storage warehousemen, but consumers of New York State are still waiting for the report of the Attorney General in regard to the price of flour and bread. The bakers in New York State have nearly all gone back to the original price, but that does not quite satisfy the members of the Housewives League. We are asking for the definite findings of this Commission. We want to know whether the rise in the price of bread was due to the action of the producer, the miller, or the baker. We hope to be able to give a definite report to the readers of the HOUSEWIVES LEAGUE MAGAZINE next month.

Guaranteed Prices on Guaranteed Goods

CONSUMER BENEFITS MORE BY COMPETITION
IN QUALITY THAN BY COMPETITION IN PRICE

[EDITOR'S NOTE.—Whether the manufacturer shall have the right to fix the price at which his product shall be resold is a question which is now stirring the business world to its depths and ought to be understood by every consumer. The National Executive Committee of the Housewives League has had the matter under consideration from the beginning, and articles upon it have already appeared in this magazine. This month we present to you a very able statement of the case for price maintenance, and from time to time we expect to give you other articles on the subject. All of these we commend to your careful consideration.]

THE desire for bargains is as old as civilization and the first impression of any scheme of level prices is that of an agreement between competing firms to control the market and prices. Price standardization is nothing of the sort. It simply provides that manufacturers shall enforce one-price-to-all everywhere on trade-marked and branded articles subject to free competition with other manufacturers.

It may be said that if the producer controls the price he will put it too high, but that would be a fatal error. Regardless of competitors, his price remains the same no matter what the others do. The maker will set the price as low as he can, because if he puts it too high, he simply invites competition.

A standard price forces competition in quality. The concern which, because of low operating costs and general efficiency, gives the most for the money is the one which gets the business. On the contrary, allow price-cutting on standard goods and the quality of the commodity is lowered to meet the reductions until the consumer has no guide as to what is reliable and what is not. Under the former method the competition in quality is, of course, to the advantage of the consumer.

To secure the greatest consumption the producer of a standard article fixes the price of it at the lowest figure that will allow him a fair profit. It is as vital that the purchaser should have confidence in the fairness of the price, as that he should place reliance in the quality of the product. Destroy one or the other of these two things and you not only injure the article but the consumer as well.

One price prevents overcharge. It is safe to telephone or send a small child for a standard-priced article. It is always the same, both in price and quality, and goes forth under the name and guarantee of the maker. He stakes his reputation on each package sent out and stands behind it. Each sale affects to some extent the sales following and the market at large.

From the manufacturer's standpoint price-protection is important because it enables him to give bigger value. With a uniform price he has a uniform sale. He can manufacture evenly. His regularly trained employees, keep the standard of his goods uniform. All these considerations have to be taken into account by him.

One of the greatest evils that the trade has to contend with to-day is that of bargain-baiting. Once this injustice is practiced on a branded article a feeling of suspicion of quality is aroused in the public mind, the same feeling that you have when you see your favorite brand of chocolates, gloves, or toilet soap, advertised at prices away below what you ordinarily pay; the value of the thing is immediately lowered in your estimation. You will not be satisfied to pay the former price again. You get the idea that an exorbitant profit must ordinarily be made on these goods when they can be had from this source at so much less. You resent the charges paid in the past. Of course you have no way of knowing that the store is deliberately quoting the goods at a loss with the hope, not of selling them, but of "baiting" you to the establishment to sell you something else.

Regularly the practice is to select

a few articles which are known by name and trade-mark to the public and offer them at an actual loss. Sometimes the goods are sold to everyone who calls for them and in other instances only a few of the advertised wares are supplied. In the advertisement will be included many other so-called reductions on unbranded goods of which the people do not know the value and on which a large profit is made.

The impression gained by the uninitiated purchaser, however, is that the articles of known worth are surprisingly cheap and that therefore the concern which can give such reductions must be below the market on all its other merchandise. In stores pursuing this policy clerks are instructed to "switch" the customer away from the advertised "leader" to "something better," that is, something better from the standpoint of the company's profits. The idea is to get in touch with persons having need of a particular article, then to sell a substitute for the standard product to them before they leave the store.

HARD ON THE SMALL DEALER.

BY such methods honest goods are subjected to unfair competition and straightforward methods made more and more difficult. The burden falls most hardly upon the small dealer. Firms with strong financial resources crowd him out by taking losses which he cannot stand and which inevitably have to be recouped in ways harmful to the public welfare. We should have equality of opportunity for great and small alike. Price-cutting will continue while those who have the money to buy advertising space are allowed to use reputable goods for their own selfish purposes. This power enables the big merchant to smother out of existence his corner-store competitor. By appropriating the good name of a nationally advertised article he destroys the smaller dealer who is a necessary factor in the life of every community.

When branded goods are advertised by one house at prices which yield no profit all the other dealers in the neighborhood stop selling the article. The reputation of the article is lowered and the con-

sumer deprived of opportunity to purchase.

As the price-cutting area widens the same results are effected among dealers in other towns; restraint is put upon the maker's business. All incentive is destroyed to use skill, integrity and enterprise in getting out articles of known worth. The public is directly injured.

The smaller merchants have no means of combatting these handicaps. Their customers have been deceived into distrusting their ability to give equal value, whereas all trade authorities agree that the percentage of their operating expenses is smaller than that of the great stores. Eliminate the small dealer and we will find ourselves dependent upon the few big merchants who will then control the market and prices.

The daily representations made in the newspaper press that quantities of merchandise are being sacrificed to the public at less than their actual value are manifestly not true. There are exceptions, such as season-end sales, on account of changes in style, surplus stock, etc., but for the most part these representations are wholly unreliable.

A producer of textiles in this country who introduces new fabrics has testified within the past two years that it is impossible for him to create a new fabric and to advertise it if, when it is advertised and well-known, some large department store buys a consignment and sells the goods at cost, or below. The other retail dealers in the city where this takes place refuse to handle the cloth, so that the expense to which he goes, the ingenuity that he develops and the enterprise he shows in creating and introducing the new fabric all go for nothing. After the thing has been cut by the large store to be used as an inducement, they too drop it, destroying the market in that locality altogether.

In these days when agitation for pure foods and sanitation are uppermost in the minds of careful housewives it is not strange that the tendency is to buy goods in packages rather than in bulk. For what reason should the woman in the home wish to continue experimenting when the uniform standard of a branded

GUARANTEED PRICES OF GUARANTEED GOODS

article is common knowledge in every household?

BUSINESS MEN KNOW WHAT THEY BUY.

IN the factory and office tools and machinery of known worth are used. There is no reason why the up-to-date housewife should not standardize her home and the food she gives her family. It is conducive to efficiency and efficiency saves time and labor.

Why buy an unknown toothpaste when the label of the branded article states, without any idea of deception, what you are putting into your mouth? Why buy clothes of unknown derivation, probably the products of the sweat-shops in New York, when the guaranteed article, made in light airy factories by skilled workmen, courts publicity?

The name on a branded article, food or clothing, is a protection to the consumer, because if it is a meritorious commodity, you will want to call for it the next time you have to make a purchase, and if it is not up to standard it is easily avoided.

A consideration which has all but escaped notice is that while bulk goods of many descriptions jumped in price on account of the war, the price on branded goods remained the same.

There is nothing which makes a stronger appeal to the careful housewife than cleanliness. Follow the raw material of the branded article through the various processes of manufacture and it will surprise you to find how few employees come into direct contact with it. Several concerns in fact advertise that from the time the flour comes out of the barrel, pure from the mill where it is ground and cleaned by machinery, no hands touch it until the finished article, securely wrapped in an air-tight package, is ready for delivery to you.

ARE ALL THESE HANDS ALL CLEAN?

HOW different it is with bulk goods! Follow them from the hands of the jobber and thence to the retailer and count up, if you can, how many hands come into actual contact with them.

Go into the average grocery store and see how many of the bins are covered.

Watch the hands of the grocer's boy as he scoops down into the box to procure a sufficient quantity for your order, and see how dexteriously he takes a handful of flour or sugar, when he thinks you are not looking, and throws it back into the bin. The boy sweeps the store and cares for the grocer's horse. He delivers the goods and in the course of his travels, like all boys, he comes in contact with the maximum amount of dirt. Of course there are exceptions. The consumer is fortunate to find them. With package goods you eliminate all these possibilities of contamination. Dirt cannot come into contact with package goods. In most cases you are the first to touch the food—and that is as you would wish it to be.

To sum up, the consumer is the one who suffers when unfair competitive methods are used. With a standard price the retail store will receive a proper profit, and the competition among producers will be to give the greatest quantity of quality for a stated price.

When a retail store sells an article below a proper profit, or at cost, or below cost, by reason of favoritism, or desire to accommodate the customer, or "bait" him into the store to retain his trade in other lines, or to put a competing store out of business, it means simply that by sharp business that retailer, to make his necessary average profit, must and does sell to the trusting customer, or inexperienced purchaser, when he can, that same article at more than its real worth, or that he sells other articles at more than their real retail worth. Probably he does both. He has got to do one of these two things or fail.

EXPERT VERSUS LAYMAN.

THE average layman seeking to purchase an article cannot know values. It is not his special business. On the contrary the dealer is expert and keen as to real values. A standard price on branded goods is therefore an absolute guarantee to the consumer that he will not be overcharged for an article by the retailer. The one-price system is essentially honest. It is the only honest way to do business.

Differing and varied prices to the pub-

lic for the same article multiply fraud, dishonesty and cheating, and those suffer most who are most innocent and least able to bear it. In the one-price system the strong and shrewd can get no advantage over the weak.

During a recent investigation of food shops in New York, tests of the character, quality, purity and physiological value of staple foods were made on 1,829 samples purchased in 146 stores, and while 1.4 per cent. of short weight and measure was generally noticeable on bulk goods from small retail shops, a shortage as high as 10.8 per cent. was proven in some cases. The investigation also showed that 16 per cent. of the foods sold by some stores was deteriorated, or of a low grade.

Samples of tea were bought from several stores at 40 cents, 60 cents and 70 cents and were submitted to wholesalers for quotations. The quotations received on these teas were 24 and 25 cents per pound for a chest. Some of the tea sold at these prices in the stores, but the so-called higher grades were taken from the same chest. That is the difference between honesty and dishonesty in business. It is not fair play to the consumer. One family pays 40 cents for 400 cups and another family pays 70 cents for the same quantity and quality. Dishonest ad-

vertising of quality makes it possible to catch the unsuspecting buyer.

It was just the same with coffee, dried fruits, and other foods. There is no standardization nor grading of any foods in New York except milk. If there were a fair system of prices and standardization of foods, this situation would be avoided.

What the housekeeper wants is a way of knowing what she is buying. She is willing to pay for the guarantee of a reliable producer. No food should be wasted, but it should never be possible to sell a quantity of food for anything other than it is. The standard price must be accompanied by a true, plain label, which will tell the quality, or grade, and the caloric value of food in the package.

Let us have the abundant production of foods which our country makes possible so economically and scientifically managed, so well standardized by honest dealing, at honest prices, through honest competition of producers, that the consumer may have accurate gages of value, and be exposed to none of the hazards which are an inevitable accompaniment of our present chaotic system, or lack of system, hazards which are most dearly paid for by the uninformed and insufficiently nourished poor who are powerless to help themselves.

Food versus Clothing

TO-DAY it is a common thing to find in our stores, candies, fruits, cookies and all classes of food products to be eaten in their natural condition from the hand, exposed to dust and other contamination.

Dry-goods dealers and clothing stores have recognized the necessity of placing all their goods behind glass to keep them in the best possible shape.

But pass from the clothing store to the grocery or confectionery store and what do you find? Those products to be taken directly into the stomach are exposed to every sort of contamination, to handling by those whose hands are filthy and to the

sweepings from the floor. Then we wonder why an unkind Providence has stricken us down with a disease.

The people are demanding that their fruit, candies, cakes, pies, etc., shall be under glass and properly protected from contamination. The dealer who fails to recognize the needs of the time will soon find that he is losing customers, but the dealer who takes steps to have things in the best possible shape to protect his food products and sees to the sanitary conditions in and about his place of business will come to the front.—*Bulletin North Dakota Food Department.*

The Fight Against Dyed Macaroni

REPUTABLE MANUFACTURERS DEMAND UNIFORM LAW
AGAINST USE OF COLORING MATTER IN EDIBLE PASTES

By C. F. MUELLER, JR.

Chairman Macaroni Section American Specialty Manufacturers' Association and President National Association of Macaroni and Noodle Manufacturers.

AS the price of meat has gone up the housewife has more and more been urged to serve macaroni and other edible pastes to her family, but when she has followed the advice the results have often been unsatisfactory. The macaroni had neither the palatable nor the staying qualities which she had been led to expect. She did not know that there is macaroni and macaroni; some made from soft starchy flours and colored artificially to cover its deficiencies, and some made from the semolina of hard durum wheat, as nourishing as beefsteak and with nothing added to it but water. And even when she did know these facts she has usually been quite unable to distinguish between the two kinds.

The law, it is true, requires that the presence of artificial coloring matter shall be stated on the label, but as seventy-five per cent. of these products, probably, are sold in bulk from containers that the consumer never sees, the information profits him, or her, very little.

The manufacturers of honest pastes, using expensive high-grade raw materials, are thus obliged to meet the competition of those who use inferior materials, with very little help either from the consumer or the law, and are almost compelled to lower their standards if they wish to remain in business. For their own protection, therefore, as well as for the public good, they are now asking for the enactment by the Federal Government and all the States of a uniform law forbidding the addition of coloring matter to edible pastes.

At its annual meeting held in Philadelphia a few months ago, the Macaroni Section of the American Specialty Manufacturers' Association unanimously adopted a resolution urging the general enactment of such a law, and the National As-

sociation of Macaroni and Noodle Manufacturers has taken similar action.

The measure agreed upon was subsequently introduced into Congress and into the Legislatures of New York, Kansas, Michigan, Rhode Island, Pennsylvania, Massachusetts, New Jersey, Minnesota, Ohio, Wyoming and Oklahoma.

Most of these bodies have now adjourned, without taking action, but a very important educational work has been done, and when the bills are re-introduced next year, as they will be, they will stand a much better chance of getting through.

When the matter comes up again the progressive housewife, who appreciates the value of honest macaroni and the present helplessness of the consumer to distinguish between kinds and qualities, can do much to secure favorable action by calling the attention of the public to the facts. This year the general public was hardly aware of the issues at stake, while those who wish to see the use of coloring perpetuated brought a tremendous amount of political influence to bear.

In urging this legislation the manufacturers of uncolored edible pastes are not entering upon the question of whether or not the added coloring matter is harmful. They object to it simply because it is a fraud and used for the sole purpose of working a fraud. It gives to an inferior article the appearance of a better one, and in the case of the egg products is actually substituted in whole or in part for a highly nutritious ingredient.

Eggs are used in the egg noodle, or noodle (the terms being synonymous), in egg macaroni and similar pastes for the purpose of imparting additional flavor and food value. The eggs also impart to these products an attractive and distinct-

ive yellowish color which exactly measures the quantity of eggs present.

Noodles of the best grade are made from fresh eggs and selected wheat flour. They are highly nutritious and are so easily digested, even by delicate stomachs, that they are frequently recommended for invalids and convalescents, a circumstance which makes the substitution of an inedible substance for any of the expected ingredients all the more serious.

Eggs are expensive and coloring matter cheap, and by the use of the latter the same appearance is obtained as by the use of eggs. Therefore we find that in many of the so-called egg pastes, the yellowish color is produced entirely or almost entirely by the use of yellow coloring matter.

In the case of the eggless pastes the

added artificial coloring matter is used to give the product the appearance of having been made from the best, most expensive and most nutritious macaroni wheat. Macaroni of the highest grade is translucent and of a very light amber color, and has a high food value. The use of cheaper and less nutritious raw material produces a darker and duller color, and in order to make the article more merchantable artificial coloring matter is added. Thus the consumer is unable to distinguish between the real article and the imitations.

The proposed law would enforce the sale of these articles entirely upon their own merits, enabling the consumer to make his own distinction between the better and the poorer, between the genuine and the imitation.

Potatoes as a Substitute for Flour

MASHED potatoes, according to the *Cornell Reading Course for Farmers' Wives*, may be advantageously substituted for part of the flour generally used in making biscuits, dumplings, muffins, rolls, yeast bread and even cakes.

Freshly cooked potatoes forced through a fine sieve are said to give the most satisfactory results, but cold left-over potatoes may also be used.

For muffins one cupful of potatoes is used to one cupful of flour, with four tablespoonfuls each of butter and sugar, one egg, one cupful of milk, four teaspoonfuls of baking powder and salt. Cream the butter and sugar; add the egg, well beaten; then stir in the potatoes. Mix these ingredients together thoroughly, and sift the flour, baking powder and salt together. Add the latter to the other ingredients alternately with the milk. Bake the muffins in greased gem-pans for from twenty-five to thirty minutes.

A recipe for potato doughnuts calls for a cupful each of potatoes, sugar and milk, four tablespoonfuls of butter, two eggs, three teaspoonfuls of baking

powder, whatever spices may be desired, and flour enough to make a stiff dough. The butter and sugar are creamed together, the eggs, potatoes and milk are added in the order named, and then the dry ingredients are sifted in. The doughnuts are then shaped and fried as usual in deep fat.

Potato chocolate cake calls for one cupful of hot mashed potatoes to two of flour, with four eggs, two cupfuls of sugar, half a cupful of milk, one cupful of chopped nuts meats, three and a half teaspoonfuls of baking powder, two squares of chocolate, two thirds of a cupful of shortening, a teaspoonful each of cinnamon and grated nutmeg and half a teaspoonful of cloves.

With high-priced flour and an abundant supply of potatoes, it would seem the part of wisdom to use more of the latter and less of the former; and dietitians say, besides, that we ought to do it anyway, because flour is an acid-forming food, of which there is usually an excess in modern dietaries, while potatoes give an excess of alkali, thus serving to neutralize acids, a highly important physiological function.

Come To Headquarters

It Is the Housewife's Club and
Every Homemaker Is a Member

NOW that our dream of a National Home has become a reality, we want every housewife in the land to feel that it belongs to her, whether she happens to be a member of the League or not. It is the Housewife's Club and every homemaker is welcome to its privileges.

There is a rest room where you can read, write, rest, and make appointments to meet your friends. Come and use it.

There are lectures by experts every day and sometimes several times a day on everything relating to household management. Come and hear them.

There are talks for the Junior Leaguers and lessons in candy-making and simple cookery every Saturday afternoon. Bring or send your children.

Tea is served every Friday afternoon from 3 to 5 o'clock, and the members of the National Executive Committee are "at home" to all homemakers. Come and enjoy yourself.

The foods, domestic equipment and other things which the Housewives League has endorsed are on exhibition. Come and see them, and ask our Domestic Scientist to tell you all about them.

There is a model kitchen where you are sure to get ideas that will make your own domestic machinery run more smoothly. Come and see it, and let the demonstrator tell you all about it.

The housewife has three problems to consider: housing, clothing and feeding. In our lectures and exhibits we offer you the newest and most practical ideas about all of them. Come and get them.

Don't forget the address: No. 25 West 45th St., New York City.

Our Campaign for Clean Flour

WE HAVE GAINED MUCH, BUT FURTHER PROGRESS DEPENDS
ON THE COÖPERATION OF THE INDIVIDUAL HOUSEWIFE

FROM month to month we have been telling you the story of the vicissitudes of flour, the food which, in spite of all the variety which modern progress has placed upon our tables, is still the staff of life to most of us.

The contaminations to which this extremely delicate and unwashable food-stuff is exposed, and the possibilities of waste which are inseparably connected with the danger of contamination, have been presented to you both verbally and pictorially.

Vivid and exaggerated as some of these descriptions and pictures may have seemed to some of you, they can easily be verified and might, in fact, have been made much stronger in perfect consistency with the truth. But the horrors of our warehouses, freight depots, steamship docks and freight cars are better imagined than described. To the understanding mind the complete story is easily conceivable when once the salient facts have been indicated.

Do you recall the details of these articles? If not, get out your file and go over them, and having done so, see that your grocer takes the necessary steps to protect you from these dangers in future.

Along with the unpleasant things we have been obliged to tell you we have been able to record a constant and really marvellous advance in the campaign for better things. All the reputable chain stores are now carrying a large part of their flour in sanitary packages, either rope paper bags, or cloth bags with a paper lining.

Thousands of smaller grocers have also adopted the sanitary package, and you know from the specimens of their letters that you have read that they have done it not only willingly, but in many cases with the utmost enthusiasm.

They were quick to see the advantages of the paper bag over the old-style cloth

bag, which left a trail of dust behind it wherever it went, and since its use involves no increase of expense, their coöperation was easily gained.

But the fight is not over. It is one that is likely to go on for some time to come, and should be pushed now more vigorously than ever. The cloth bag is still largely used, and we need the active coöperation of every housewife in the land, not only to drive it out from the strongholds where it still lingers, but to hold the positions that have been gained.

However willing your grocer may be to handle his flour in paper bags, he will probably follow the path of least resistance if his patrons do not clearly indicate their preference for modern methods. In other words, if he finds it more convenient to get flour in cloth bags than in paper ones, he will not insist upon the latter unless his patrons also insist.

We have principally the inertia of custom to overcome, but that is a greater obstacle than others that seem greater. It is of the utmost importance, therefore, that each and every housewife should demand that her flour be delivered to her in a sanitary package.

It is the cardinal principle of the Housewives League that the responsibility for conditions that affect the home rests upon the individual housewife, and in this case it is upon the individual housewife that we must depend to win the fight. Committees can help, but they cannot do it all for you. We have given you the facts; it is for you to act upon them.

Do not think that because we have done so much vigilance can now be relaxed. We have reached the crucial point of the campaign. Influence exerted now will accomplish infinitely more than at the beginning, while indifference, real or apparent, will undo part at least of what has been accomplished. And ground lost is not easily regained.

NEWS FROM THE FIELD

Cleaning Up Houston

HOUSEWIVES LEAGUE OF TEXAS METROPOLIS
IN FAIR WAY TO MAKE IT A SPOTLESS TOWN

[EDITOR'S NOTE.—It is always difficult for the National Executive Committee to make up its mind as to which branch of the League is doing most work. If one week Denver seems to have the banner, next week come letters from Toledo, or Portland, or Providence, or one of the many points in New Jersey, or from South Carolina, or from a thousand and one other places, which compel a modification of this view. The fact, as shown by observation, is that each League is active at the moment when activity is most needed. It does seem, however, that as this magazine goes to press Houston has the banner, and even the report which we publish gives little idea of the work, as told in the clippings sent to Headquarters. From these reports it would seem that our other States and cities will have to work hard to keep up with Texas, or perhaps they are neglecting to send in their reports. If that is the case, please send them in at once, and let us see who will rival Texas next month.]

HOUSTON, TEXAS, April 2, 1915.

THE Housewives League of Houston is in the midst of a clean-up campaign which has already had a tremendous effect upon the city. It is keeping us very busy but is intensely interesting, and if anything had been needed to "make the town ours," this would certainly have done it.

The State Food Department and the city Board of Health are coöperating. The State Department sent Dr. W. H. Minton, Chief Deputy Commissioner, Mrs. E. L. Darwin and several other representatives of the Department to our assistance. Mrs. Darwin, who has had much experience in this kind of work, is acting as director of the campaign.

The citizens and dealers are also co-operating. The County Medical Association and the City Beautiful League, comprising all the civic organizations in the city, have endorsed the campaign, and individuals send us addresses of places they want inspected.

Many of the dealers have asked for inspection. They seem to relize that we are coming to them as friends and most of them are anxious to meet our demands.

So far our work has been almost purely educational. The first visit is made with the idea of acquainting the dealer with the law and showing him how to comply with it. No names are given out after the first inspection and no scoring

is done. After the second inspection those who merit them receive endorsement signs, and the housewives have been instructed to look for these signs. Only when education and persuasion fail do we invoke the rigors of the law, and in only two cases so far has no improvement been found at the second visit.

Many dealers whose places were found in an unsatisfactory condition at the first visit have telephoned for a reinspection, and often the cleaning up begins before we come. As soon as it became known in the City Market that a State food inspector and a committee of housewives were coming to inspect it, brooms, dusters, cloths and every other available dirt-chaser were brought into requisition, and as the party moved down the aisles the dirt moved out before them.

We found conditions in the dairies particularly bad, very few of them coming up to the standard set by the law. The drainage was bad in many cases and the danger from typhoid great. The washing of the bottles was hopelessly inadequate, cold water being used in many cases, and as for the hands of the workers, scarcely anyone seems to have thought that they ever needed cleansing. A man who had just finished milking a sick cow went straight to a well one without washing his hands. He wasn't saving the sick cow's milk, he explained, and apparently he did not know that he was taking the best possible means to

contaminate the sound milk with any infectious disease that the sick cow might have.

In one dairy the cows were actually starving and also covered with dirt. The milkers were as dirty as the cows and the milk was strained in the same room in which the cows were milked, in direct violation of the State law. We examined the strainer and found it so clogged that after a quantity of milk had run through fully a quart remained that would not go through. The milk was removed and taken to the city for inspection, leaving behind a thick scum of hairs, tiny particles of manure and of dead skin from the cow's udder.

One of the trophies which we expect to add to our collection is a safe milk supply. Most of the dairymen are not wilfully unclean, but seemed to lack knowledge as to what real cleanliness is. Everywhere we were greeted cordially, suggestions were received in good spirit and are already bearing fruit.

The city government has also taken action as a result of our reports. An automobile has been provided for the City Milk Inspector, who has heretofore been dependent on a hired horse and buggy when visiting his dairies. It has also been announced that after April 1, the date when the licenses of the Houston dairies expire, none will be granted except to dairies that comply with the law.

Other ordinances relating to milk which have not been enforced heretofore are now to be strictly executed. One of these requires dairymen to put their names and license numbers on their wagons by way of identification, and another requires dealers in milk and ice cream to post their source of supply conspicuously in their places of business.

The League has posted the names and scores of sanitary dairies on the bulletin board of its meeting room.

Most of the soda fountains, ice-cream parlors and candy shops were found to be in good condition, except for the washing of the glasses. Practically all of these are merely rinsed and set aside to drain. As Mrs. Darwin pointed out, the glass washed in this way is no more than a

public drinking glass and there is a law against public cups. "In many cases," said Mrs. Darwin, "the print of the lips can be found on the glass after it has been washed in the ordinary way."

As a preliminary to organizing a Junior League we took two squads of girls on an inspection trip through the confectionery shops and restaurants. They were frantic with delight and we almost had to use force to get them home. So we feel that the way is clear for a big organization among the girls.

We found some bakeries that it was a real treat to inspect, clean, light and well ventilated, with clean employees dressed in clean clothes; but others were in very bad condition. In the rear of one which enjoys a large patronage were found great masses of garbage, not even gathered into cans, while across a little yard from the place was a barn in a very foul condition. The walls were dirty and cobwebbed, the floors were caked with filth and the bread troughs were also very dirty. Two dogs were running about, and signs of the presence of roaches and mice were apparent everywhere. The employees wore undershirts which looked as if they hadn't been sent to the laundry for months, while the proprietor was smoking a cigarette. This place was so bad that the baker was called upon to report at the City Hall, and warned that if he didn't clean up he would have to close up.

In practically all the food shops which we visited was found a lamentable lack of facilities for washing the hands. Many stores, perfect in every other detail, had no lavatories. In the City Market Mrs. Darwin found only one place where any facilities were provided for the cleansing of the hands, and in that case a hydrant was used, there being no soap. The law requires running water, soap and individual towels.

Aside from the lack of lavatory facilities the new City Market, which was opened in February, is as sanitary as one could wish, but the old market is in a bad condition. The dealers say they cannot keep their stalls in a sanitary condition because of the dilapidated building, and that they cannot afford to go to any ex-

pense in the matter because of changes contemplated by the city.

The verdict of the State inspectors after a couple of weeks of work was that Houston was far below middling among the cities of the State in regard to the conditions under which food is dispensed. This fact they attribute rightly to the indifference of the public, an indifference which arises partly from the fact that having grown from a village to a town of 125,000 inhabitants, we have not quite realized that village methods are no longer adequate.

"The sanitary store does not have a fair chance in a city where the average stores are no better than they are in Houston," said one of the State inspectors. "The owner of the sanitary store goes to the expense of fitting out his place of business in a sanitary manner and the public does not appreciate what he has done."

For the same reason that the stores are unsanitary the Health Department is without the means necessary for doing its work. While a town as small as El Paso has three food inspectors, Houston has none. As a result of our campaign it is expected that the Department force will be increased by the appointment of a woman inspector.

While urging dealers to remove the motes from their eyes, the housewives have not been forgetful of the beams in their own. Some of the merchants suggested when the campaign was proposed that the women had better stay at home

and clean up their own kitchens. The League immediately invited those who had made this suggestion to send a committee to inspect the kitchens of members, and women who had particularly attractive kitchens allowed them to be photographed for the newspapers. In connection with the inspection of the dairies, the president of the League, Mrs. J. Edward Hodges, urged all housewives to see that their milk bottles were clean before returning them.

"We cannot go out and ask others to clean up when we are dirty at home," Mrs. Hodges said. "The person who is returning dirty bottles may not be a member of the Housewives League, but she is a housewife, and the League can create such a sentiment that any woman in Houston will be ashamed to return a dirty bottle."

The Houston housewives have endorsed a bill now before the Legislature which will prohibit the use of bake-rooms, or other places where food is handled, for sleeping purposes, will require fly screens on all places which dispense foods, prohibit persons with infectious diseases from handling food and cut out sidewalk displays.

In recognition of the services of Mrs. Hodges in the clean-up campaign the State Food Department has appointed her a deputy inspector.

MRS. J. A. HAUTIER,
*First Vice-President Houston
Housewives League.*

Lunches for Duluth School Children

DULUTH, MINN., April 6, 1915.

INVESTIGATIONS having shown that many of the children attending the Irving School in Duluth are insufficiently fed, the Housewives League has arranged to serve lunches to those of the pupils who require them. They will be prepared by Mrs. Joseph Doe under the direction of the League, and will be served in her home, which adjoins the school. The women's clubs and the church societies are coöperating with the League, and arrangements are being

made for the entertainment of thirty-four children.

The Duluth housewives are investigating the sterilization of milk bottles, and have found that the city assumes no responsibility in the matter, trusting to the self-interest of the dairymen to whom clean bottles mean a low bacterial count. Mrs. T. A. Hendricks, who has the matter in hand, will continue the investigations and also try to find out what becomes of other bottles used for food-stuffs.

IDA J. WATSON,
President Duluth Housewives League.

Waking Up Norfolk

NORFOLK, VA., April 10, 1915.

KING GEORGE'S famous slogan, "Wake up, England!" has been modified by the Housewives League of Norfolk into "Wake up, Housewives!"

Within the last year Norfolk has experienced a great awakening in commerce, in politics and social service, etc. Scarcely a man but has felt the stir of new activities and has put his shoulder to the wheel of progress. The women, too, have taken a leading part in many movements, but one class has hardly stirred from its age-long sleep. Like dreamers, half-awake, they hear the catch words of the day: "Pure food," "economical buying," "poisonous preservatives," "tainted milk," etc., but they scarcely understand. These subjects bore them and they say:

"We have always got on without all this fuss, and we are none of us dead yet. Do let us have a little peace."

Those of us who have learned a little about these things, however, find it impossible to be bored by them. There is joy for us in the knowledge that there has arisen a great organization comprising nearly eight hundred thousand women all over the country and known as the Housewives League, and that a branch of this League has been formed in Norfolk.

Although this branch has been in existence only a few months, it has accomplished much. Not long ago it was impossible to buy wrapped bread in Norfolk. This was not the fault of the bakers, but of the housewives. The wrapping machines costs about \$2,500, and, naturally, when wrapped bread is not called for such machines are not installed. Less than three months ago the Housewives League sent for reports on this subject. We listened to talks from the Retail Grocers' Association and from the representatives of a local bakery. We heard arguments on both sides, weighing the objections of the bakers who do not wrap their bread against the experience of those who do and the expert

knowledge of the analytical chemist. We talked with the bakers of Norfolk and were met almost unanimously with courtesy and cordiality and a desire to conform to the wishes of the community. One baker refused absolutely to wrap his bread, but others said they would like to install the necessary machinery if it were not for the cost. Of these one took the matter under favorable consideration, and we expect soon to have a local bakery which is wrapping bread by machinery.

Meantime wrapped bread from a bakery in Richmond has been placed on sale. The Richmond bakery heard of our investigation and sent a representative to talk to us. Then some of us went over to Richmond to inspect the bakery. We were well repaid for this trouble, for we found a plant which could not be surpassed in sanitation. Even the air is washed, and only when the loaves are slipped into the wrappers are they touched by human hands. These hands are manicured daily and their owners are dressed in white.

Only a few weeks ago in the City Market meats were exposed to all the filth that blows, vegetables trailed on the pavement for cats and dogs to run over, hens wandered about and cooked foods and breads were handled by every passer-by. Now the housewives have secured an ordinance requiring the covering of food supplies and the raising of fruits and vegetables from the ground, and the market is miraculously changed. The vegetables and fruits are piled on boxes, the meats have been placed in sanitary cases, the hens are cooped up and the cooked foods are covered. The dealers have learned, as one of them expressed it, that "being clean don't hurt business none."

Our Committee on Inspection has visited many stores and all the information thus obtained is at the disposal of League members. We have found a butcher whose meat stands the most rigid inspection and who has given us a schedule of

prices considerably lower than those heretofore paid by our members for the same or an inferior quality of meat. Thereby we have demonstrated the value of collective dealing with reliable persons who conform to the ordinances and charge only a reasonable profit. Just as long as women will pay high prices there will be high prices to pay. This maxim cannot, of course, be carried too far. There is a point below which prices must not fall, or disaster to the community will follow, but we have seen no indications lately that such a state of things is imminent.

We have also found a line of reliable canned fruits and vegetables. They are put up by the grower and endorsed by local and State authorities, and the cannery is so near the city that any one who

wishes to can visit it. We are glad to be able to endorse a home product, for other things being equal we consider it better to spend our money at home than to send it out of the State.

We are now investigating the price of gas. A leading citizen who has been looking into the matter tells us that in Boston, where they burn West Virginia coal, gas sells at eighty cents a thousand; in Baltimore it is sixty cents; while in Norfolk, where coal and labor are abundant, it is a dollar a thousand, with an additional charge for delayed payment. There may be a good reason for this, but if so we want to know what it is.

HELEN WHITEHEAD,

President Norfolk Housewives League.

Denver League Justifies Its Existence

DENVER, COLO., April 5, 1915.

I WISH I could tell the readers of the Housewives League Magazine all we are doing in Denver and Colorado, but the interest is growing so rapidly and I am so busy pushing things that I hardly have time for anything else. More than the work really done, however, is the fact that we have established a good reason for our existence, made a place for ourselves, and stand before the public to-day respected by all.

We have arranged with our local school board to exhibit the collection of impure candy prepared for the recent Child Welfare Exhibit in any city school that asks for it. I have been before two schools and have engagements for two more at present.

One of our local candy manufacturers at first objected very strenuously to our activity in this line, saying that we had cost him forty per cent. of his local trade. I spent two hours with him one day, and conclusively proved to him that we were his friends, as we are trying to create a demand for a better grade of candy, and he himself puts out a good product, his inferior grades being brought from the East. As soon as he realized this he offered to make up an exhibit of his own good candy, and at my suggestion he fig-

ured out just how many pieces of each kind a child could buy for a penny. These figures he placed under each piece exhibited, so that the child could draw his own conclusions. I always show this collection along with the exhibit of impure candy, as it is only fair to the children to offer them something good in place of their cherished idols which we are trying to destroy. The whole exhibit has aroused a great deal of interest and we are sure it is accomplishing much good.

Another successful bit of work has been our bread-baking demonstration. A baker with a new method requiring only three hours from start to finish wanted to demonstrate it, so we mothered the enterprise.

We secured the use of a room, rent-free, for three days, in a large public building, and all our supplies were donated. The merchants not only gave us gladly what we needed, but seemed anxious to show their good will by doing even more than we asked.

At our meetings I explained that the Denver League was back of the work and told what the National League was doing. After the bread and rolls were baked we served hot buttered rolls, and some cakes which were one of the baker's

specialties, with a cup of fine coffee. We had about six hundred people during the three afternoons, and I feel that we did good work in the way of advertising the League.

I was invited to a pure-food luncheon, given by the Manufacturers' Association, last week, and had an opportunity to talk to many of the local manufacturers about our work and our desire to work constructively with them, they putting out only the best goods, and we patronizing home goods whenever they were of the best.

We are trying to arrange a program this year that will appeal to everyone. Our next lecture will be on the home storage of eggs, the talk to be given by one of our members who has really done it. Another member who has raised \$12.50's worth of vegetables from 25 cents' worth of seeds on a small piece of ground will tell us how she did it. The third lecture will be on the economy of raising your own eggs in the back yard. These talks will be very practical and given by those who have actually done the work.

We have been doing a lot of legislative work, and although some of our bills have been killed we have hopes for others that we are mothering. One of the bills which was killed would have made it unlawful to destroy food products "for the purpose of establishing higher prices or otherwise in restraint of trade." It was introduced in the Senate by Helen Ring Robinson. Another, which also perished, provided for the testing of dairy bulls, milch cows and heifers for tuberculosis.

We still have before the Legislature a bill requiring that all eggs unfit for food shall be denatured; a bill prohibiting the slaughter for human food of diseased animals and providing for the inspection of all places where meats are handled or sold; and a bill which would make fraudulent advertising a misdemeanor punishable by fine or imprisonment.

I wish I could tell you of the splendid work being done by our health officers. We have created the sentiment or demand for it, and they are doing glorious work.

ALICE V. LILLIE,
*President Denver Housewives League
and State Chairman of Colorado.*

April Lectures at Headquarters

EVERY mail brings requests for digests of the lectures which are being given at National Headquarters. As now we have a lecture every day and sometimes two or three times a day, you can readily see that it would be impossible to pass them on by mail. The best that we can do is to give the readers of our magazine an occasional report and a full list of the lectures each month. The programs will not only keep you informed as to what is being done at Headquarters, but may serve as a guide to the local leagues in planning their own activities.

During the month of April there were numerous informal demonstrations of the method of preserving eggs in the home, by our Domestic Scientist, Miss Emma Bossong, and Miss Bossong was also in constant attendance to give information on this and other subjects. The schedule for the other lectures and demonstrations

of the month was as follows, the morning ones beginning at 11 o'clock and the afternoon ones at 2.30:

Thursday afternoon, April 1.

"The Making of Pie Crust." Demonstration by Mrs. J. R. Kiernan, New York's best bread-maker.

Saturday afternoon, April 3.

Lesson in making peanut cookies, for the Junior Housewives League.

Monday afternoon, April 5.

"Scientific Method of Preserving Eggs in the Home." Lecture by Frederic H. Stoneburn.

Tuesday afternoon, April 6.

"Plan for Hygienic Diet of Uncooked Foods." Lecture by Dr. Alma C. Arnold.

Wednesday afternoon, April 7.

"Thirty-cents-a-day Menus." Lecture and demonstration by Miss M. E. Manning.

Thursday afternoon, April 8.

"Chafing Dish Recipes." Demonstration by the Countess of Brunswick.

NEWS FROM THE FIELD

Friday morning, April 9.

Social Conference of the Hempstead Housewives League, with address on "The Larger Aspects of the League Work," by Mrs. Henry R. Caraway, Vice-President of the National Housewives League.

Saturday afternoon, April 10.

"How Bees Work and the Food Value of Honey." Illustrated lecture by Miss Diana Weinstein for the Junior Housewives League.

Monday afternoon, April 12.

"How to Plank a Steak." Demonstration by M. Edouard Panchard, chef of the Hotel McAlpin.

Tuesday afternoon, April 13.

"Menu-Making." Lecture by Mrs. Martha Boufort Boll of Pratt Institute.

Wednesday afternoon, April 14.

"How to save Twenty-five per Cent. in Running your House." Lecture by Mrs. T. D. Richard, Household Efficiency Expert.

Thursday afternoon, April 15.

"Health Value of Different Foods and their Combination." Lecture by Miss Emma Bosson.

Friday afternoon, April 16.

Rally Day for Mothers. Lecture by Dr. Benno Hyams of the New York City Health Department on "How Mothers can Coöperate with Health Officials in Maintaining Healthful Conditions for the Coming Generation."

Saturday afternoon, April 17.

Lesson in making banana fritters, for the Junior Housewives League.

Monday morning, April 19.

"Interior Decorating for Summer Homes." Lecture by Miss Alice Raymond Smith. Illustrated with exhibits of new fabrics and wall coverings.

Monday afternoon, April 19.

"Plan of Health Diet." Lecture by Dr. Eugene Christain. Repeated by request.

Tuesday afternoon, April 20.

"Economical Gelatine Desserts, Salads and Candies." Demonstration by Miss Alice Moore.

Wednesday morning, April 21.

"New China for the Country Home." Lecture by Mrs. Ruby Ross Goodnow of the "Little House" at Wanamakers. Illustrated by samples.

Wednesday afternoon, April 21.

"Ideal Design and Arrangement for a House." Lecture by Mrs. B. T. Angell of

the faculty of the Peoples Institute of Domestic Science.

Thursday afternoon, April 22.

"New Ways of Using Whole Wheat." Demonstration of muffins, puddings, use in soups, for breading, etc.

Friday morning, April 23.

"What it Means to be the Hostess of a Great Hotel." By Mrs. Pierce Hughes of the Hotel McAlpin.

Friday afternoon, April 23.

Rally Day for Mrs. Max Naumberg's Branch of the Housewives League.

Saturday afternoon, April 24.

Lesson in the preparation of simple desserts, for the Junior Housewives League.

Monday morning, April 26.

"Market Prices for the Week." By P. Q. Foy.

"What to Plant in Window Boxes and City Back Yards." By Morris Fuld.

Monday afternoon, April 26.

"The Making and Baking of Sponge Cake." Two recipes demonstrated.

Tuesday afternoon, April 27.

"Seasonable Salads." Demonstration by M. Edouard Panchard, chef of the Hotel McAlpin.

Wednesday morning, April 28.

"Sugar Spinning for Decorative Purposes." Demonstration by M. Edouard Panchard, chef of the Hotel McAlpin.

Wednesday afternoon, April 28.

"Economy in Shopping for the Wardrobe." Demonstration by Mrs. Elizabeth Lee, author of "Successful Gowning," and manager of the Friend-in-Need Bureau.

Thursday afternoon, April 29.

"What the City of New York is Doing to Safeguard the Welfare of its Children." Lecture by Dr. Lydia De Vilbiss.

Thursday evening, April 29.

Visit from the Girls Friendly Society of Brooklyn. Demonstration of muffin-making and explanation of League activities.

Friday morning, April 30.

"Putting your Housekeeping on a Business Basis." Lecture by Mrs. T. B. Richards.

Friday afternoon, April 30.

"Evolution as shown in the Modern Housewife." Address by Mrs. Henry R. Caraway, First Vice-President of the National Housewives League.

The Housewife's Book Shelf

RURAL FINANCE, POPULAR CHEMISTRY, INEXPENSIVE COOKERY AND EDUCATIONAL PLAY

"Rural Credits, Land and Coöperative."

By Myron T. Herrick, American Ambassador to France, and R. Ingalls. 519 pages. Price \$2.00. Published by D. Appleton & Company, New York.

THAT credit "supports the borrower as the rope supports the hanged" was the very apposite observation of Louis XIV when he saw how the nobles of France through extravagance and the peasantry through thriftlessness had fallen into the clutches of usurers.

There are different kinds of credit, however, and it is not of this kind that Ambassador Herrick writes in "Rural Credits, Land and Coöperative."

The purchase on time of unnecessary things, or the renewal on more onerous terms of old debts are transactions which decrease the wealth of the borrower and are well described in the words of the *grand monarque*. But there is a productive credit which is employed to effect an economy or create something materially valuable; the savings which result from it ought eventually to equal or exceed the debt; and its use within reasonable limits is, we are told, "commendable and should be encouraged in honest and capable persons who have more ideas than money of their own."

The bulk of the world's business is, of course, done on credit. Nations, municipalities and public corporations are bonded "beyond thought of redemption by the present generation." Industrial companies and commercial houses operate in a large measure on borrowed capital and banks on deposits entrusted to their care. Business concerns of all kinds are continually receiving and giving credit.

Yet as regards the business on which all others depend, namely agriculture, the machinery for credit in the United States is defective and inadequate, there being, as Ambassador Herrick puts it, "no system whereby agriculture may have first use, as it should, of the wealth it creates for financing itself."

Nevertheless, the farmers do obtain

credit. Among other things they purchase their implements on the installment plan and they depend much on the merchant to carry them over from harvest to harvest, paying on this indirect credit an excessive interest. On this head the book says:

"The farmers' debt in 1910, as estimated by the United States Department of Agriculture, was \$250,000,000 on store accounts, \$390,000,000 on cotton liens, \$450,000,000 on other liens, \$417,000,000 miscellaneous, \$700,000,000 on chattel mortgage, and \$2,793,000,000 on real-estate mortgage, or a total of \$5,000,000,000. The Department of Agriculture estimated in 1913 that the farmers' debt bears an average rate of interest of 7.75 per cent., with extremes of 5.80 per cent. in New Hampshire and 11.58 per cent. in Oklahoma. Both these estimates are admittedly conservative and undoubtedly fall below the truth as regards liens, unsecured claims and interest rates. Other experts have found instances where interest was charged at the rate of 24 per cent. per annum in New England and 40 per cent. to small planters in the cotton states. The fees for renewals invariably run from two to five per cent. The incidental costs of real-estate mortgages raise the rate a point or so above the written rate. Exorbitant usury is often concealed in running accounts, yet over one-half of the farmers are indebted to merchants and implement dealers in this thriftless form of credit. Taking these facts into consideration, the correct figures would probably exceed \$6,000,000,000 for the debt and 8.5 per cent. for the average interest rate."

Figures show farther, we are told, that this stupendous debt is increasing at an accelerating rate, and that the need for agricultural credit must continue to expand rapidly for an indefinite period. "The work of replenishing impoverished soils, opening up new fields, and stimu-

(Continued on page 15a)

THE HOUSEWIFE'S BOOK SHELF

(Continued from page 34)

lating agriculture in all its branches cannot long be deferred, because the present rate of increase in population is greater than the rate of increase in the means of subsistence."

Agriculture taken as a whole is the surest of all operations. The farm property in the United States was valued in 1910 at nearly fifty billion dollars. Its returns were over eight billion. Yet the farmer finds it more difficult than any other class of business men to realize upon his assets. Our banking systems are adapted to the needs of the commercial and manufacturing classes and take little account of the peculiar conditions of the farmer.

The question of remedying this condition of affairs by the system known as rural credits has been much before the public of late, and as a result of the movement several States have enacted laws to improve the facilities for agricultural credit, while numerous bills of the same purport are pending in Congress and the State legislatures. Ambassador Herrick cannot say, however, "that any of the legislation enacted or proposed is entirely satisfactory." The trouble appears to him to lie in an attempt to apply European principles to American conditions without adequately studying the systems actually in operation in European countries and a few others. His book is intended to supply the facts and figures for such study.

The question, of course, is one which concerns the consumer quite as much as the producer. Better credit facilities in the country mean cheaper food in the cities.

"Chemistry of Familiar Things." By Samuel Schmucker Sadtler, S.B. 319 pages. Illustrated. Price, \$1.25. Published by J. B. Lippincott Company, Philadelphia.

THERE was a time when science was an affair of the laboratory. Not only did the ordinary man know nothing about it, but it was considered derogatory to the dignity of the scientific man to put his knowledge into language which the non-technical reader could understand.

To-day science has taken possession of our lives. Vast numbers of people are obliged to learn a little about it, whether



For that between-meal hunger, when you long for something especially appetizing, nothing is more delicious and sustaining than

PETER'S Milk Chocolate

The indescribable blend of finest chocolate, pure milk and the highest quality of cane sugar, is what makes Peter's the favorite milk chocolate.



"High as the Alps
in quality"

In Peter's — the original milk chocolate—you will find the ideal between-meal food and candy combined.

Our Changing Standards of Sanitation

You buy pure milk in clean bottles—but the old-fashioned cap forced far into the mouth of the milk bottle forms an excellent collecting place for dust and germs.

THE SAN LAC SEAL

eliminates entirely this
catch-all for Bacteria.

That cuplike receptacle
is a catch-all for dust and
germs.



Fig. No. 1.

That overlapping disk is
a positive protection.

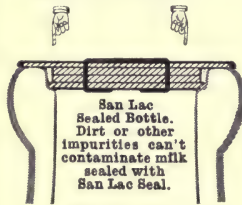


Fig. No. 2.

For the protection of you and your family, insist that your milk be sealed in the San Lac way.

Your dairyman will gladly furnish your milk San Lac Sealed when he knows how simple and inexpensive it is.

The Pa Pro Company

Makers of Paper Products

LOWVILLE

NEW YORK

Mail the coupon and we will send you sample
San Lac Seals to show to your milkman.

THE PA PRO COMPANY, Lowville, New York

Gentlemen:

Please send me samples of San Lac Seal.

Name

Address

My Milkman's Name is.....

His Address

THE HOUSEWIFE'S BOOK SHELF

they will or no, while all educated persons wish to know something of the secrets of nature, regardless of their practical bearing. No longer does the professional scientist keep his learning to himself and those like himself. On the contrary, he loves to talk to the scientifically unlearned about the mysteries into which he has been initiated.

"Chemistry of Familiar Things" is the latest addition to the vast library of popular science which has been created by the demand of the unscientific for scientific knowledge. It deals with what has been commonly considered one of the most forbidding of scientific subjects, but presents it in such a way as to show that the aversion which it is apt to inspire in the average mind is due not to natural but to artificial causes.

The housewife to whom a knowledge of chemistry becomes daily more necessary, and who has usually learned very little about it at school, will find this book a useful addition to her library.

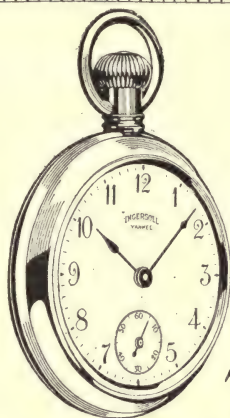
"Low Cost Recipes." Compiled by Edith Gwendolyn Harbison. 208 pages. Price, 75 cents. Published by George W. Jacobs & Company, Philadelphia.

ALL the dishes in this book are planned with a view to keeping down costs. Expensive ingredients are omitted and special attention is given to the use of left-overs. Rules are given for preparing the cheaper cuts of meat in many different ways, and there is also a great variety of recipes for nourishing soups and cheese dishes. The closing chapters are devoted to inexpensive desserts and cakes.

"The Boys and Girls of Garden City." By Jean Dawson, A.M., Ph.D., head of the Biological Department of the Cleveland Normal School. 346 pages. Illustrated. Price, 75 cents. Published by Ginn and Company, Boston, New York, Chicago, London.

THIS story tells the experience of some children engaged in solving the problems of community life. Having laid out a group of gardens on a couple of acres of land placed at their disposal by the uncle of one of their number, they called the place "Garden City" and organized a government, with all the offices of a grown-up city. They held elections, levied and collected taxes, and even

(Continued on page 18a)



Ingersoll

The Dollar Watch

Hang one in the kitchen to time the cooking.

Keep one in the sewing room.

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THE HOUSEWIFE'S BOOK SHELF

(Continued from page 16a)

bonded the city to get materials for the construction of a city hall to hold their meetings in, the actual work of building being done by the boys who had had manual training at school.

Gradually the problems of "Garden City" involved the citizens in the problems of the community of which it formed a part. Thus they learned all about the extermination of flies, mosquitoes, and rats, the disposal of garbage and the management of the water supply and the milk supply, the treatment of adenoids and tuberculosis and the right way to get on and off a car. In short they played the social game, just as young animals play the games that are to fit them for their work in life, and thus acquired the habits and knowledge for want of which the social machinery of the present time runs very badly.

The author of the book has a national reputation as the originator and director of Cleveland's recent campaigns for the extermination of the house fly.

Where Strawberries Come From

A RECENT survey of the production and marketing of strawberries in the United States made by the Department of Agriculture, indicates that the eight most important commercial strawberry districts are Central California, Tennessee, Maryland, Delaware, Southern Louisiana, North and South Carolina, Virginia, and the Ozarks.

Great quantities of strawberries, the report says, are also grown in the North in small patches and shipped to market by trolley, express, or in the producer's own wagon.

The first strawberries of the year come from Central Florida, the movement beginning in December and continuing until the end of March. By the first of March the first strawberries from Southern Texas and Southern California find their way to the market. About the middle of March the Louisiana crop begins to move, continuing about two months or until the middle of May.

By this time the season of carload shipments is at its height. The greater part of the Tennessee and Virginia crop is shipped in May, as well as much of the Delaware, Illinois and Maryland output.



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Housewives League Magazine

OFFICIAL ORGAN OF THE HOUSEWIVES LEAGUE

A National Movement for the Federation of Housewives

VOLUME V

JUNE, 1915

NUMBER 6

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Note the open mouth and round shoulders of the typical adenoid victim.



THE TRANSFORMATION OF DAVID O'D.

This marvellous change was the result of the spreading of a narrow arch, which was accomplished in three months,

HOUSEWIVES LEAGUE MAGAZINE

VOLUME V

JUNE, 1915

NUMBER 6

The Potentialities of Baby Teeth

PHYSICAL ILL AND GOOD ARE INEXTRICABLY
ASSOCIATED WITH THESE TEMPORARY IVORIES

By THOMAS TRAVIS, Ph. D.,

In collaboration with E. A. Bogue, D. D. S., M. D.

VERY few people in all the world even know about it; and the few who do know find it hard to make other people believe it. That's why you see so many—what shall I call them? Cripples? No, not cripples exactly, but children strangling to death, and grown men with the mark of the strangler on them.

You needn't look surprised; that's exactly what I mean; there are more children being slowly strangled to death by failure to give the baby teeth a chance, and more men crippled, deformed, by the same thing, than child slavery and war put together can show. In fact, you yourself have probably the strangler's mark on you, if you only recognized it.

Look at this. Perhaps you don't see anything interesting in it; it is only a bundle of reports about school children, to the effect that seventy-one per cent. of more than one hundred thousand New York school children have something the matter with their eyes, teeth, or noses. That's the work of the strangler; at least a lot of it is, and it could have been stopped if we had given the ivories a chance.

Nonsense? The report is only another way of saying we're none of us born perfect. We grow out of it.

THEY WON'T GROW OUT OF IT.

BUT there's where you are mistaken. Most kiddies are born pretty well; it's after birth that they get spoiled. And I tell you these youngsters won't grow

out of it. Most of them will bear the marks of it to their graves.

Look at the round-shouldered girl in the picture.

That's what is generally found in what the profession call mouth-breathers and children with high, saddle-shaped, narrow palates. And it's all because her baby teeth didn't have a chance. Stooping shoulders, slouching walk, crooked features—they are all bound up with the crooked teeth. If the baby ivories could have had a chance, this girl might have become a beautiful, healthy woman. In the same way you could have made an army of fine men and beautiful women out of our present mob of snufflers, slouchers and physical crooks.

How are you going to do it? Well, it's interesting if you get your eye focussed on the thing. The trouble is, I don't know whether I can make you keep interested long enough. I am hopeless of putting the thing in such a way that you will really listen. But this is the way of it, if you will only hang on for a minute.

There's a little bit of a gland which in the savage is usually perfectly healthy, and small enough to be out of the way. That's because the savage isn't open to certain things which we civilized folk have to risk in payment for civilization and culture. For under conditions of civilization, a few experiences of catching cold and a little irritation from any one of a dozen or more causes make that gland swell up and fill the space back of



ALL THIS MIGHT HAVE BEEN PREVENTED, IF TAKEN IN TIME.

the nose. Of course, a child with that gland swollen can't breathe. It's slowly strangling him to death.

Now what do most mothers do when they see the effects of this swollen gland? They simply urge the child to keep his mouth shut. Well, they might as well tell him to breathe through his feet. He's got to breathe some way, and the only way open is his mouth. So he breathes through that. Now you'll easily see that when the nose isn't used to breathe with it gets blocked up, and the nose is closely connected with the ears; they become affected, and the child becomes somewhat deaf.

And that isn't all. You see the whole of the organs connected are put out of order. The eyes can't develop properly. One eye will be higher, perhaps, than the other. Oh, lots of things can happen to them. You wouldn't think it, perhaps, but it's so; from just the swelling of that little gland the teeth can become so crooked and out of place that the child cannot talk or chew properly.

Now when a child finds trouble in talking, it is easy to see how all its school life can be spoiled, and how its mental development can be retarded. And when

a child can't chew its food—why, it is hit right in the center of its living. It never can develop properly. For, of course, there are no teeth in its stomach, and when its stomach has to do the work of teeth, as well as its own work, the child is bound to be seriously handicapped.

THE FLAG OF DANGER.

BUT before all this happens, nature puts out her red flag of danger. That little gland, swollen as I have described, is now called an adenoid, and it's the danger signal from which you may expect trouble. Many a limp child, with a paroxysmal cough, ear troubles, snuffles, and its mouth hanging open, has come to that pass simply because that first danger signal was disregarded, or not recognized.

Don't you see how it must be so? The child can't get enough oxygen to live on. Its lung capacity therefore is diminished. Weary with the tremendous work it is doing in just trying to breathe, its shoulders droop, its chest is bent, its spine curves. Always, it is one wretched thing after another. It hasn't vitality enough to resist catching cold. Its nose-works can't filter the air, and so germs of infectious disease find a snug harborage.

It doesn't seem possible that that little gland we call an adenoid could affect the teeth so as to ruin a man's chewing apparatus, does it? But, if you stop to think, you'll see. It's like this.

Growing teeth are guided into their proper positions by two things, the outward push of the tongue and the inward pull of the lip and cheek muscles. Now, if anything happens to disturb that pull, it's like warping the boards that mould a cement foundation; the whole thing goes crooked.

You can see that if the tongue doesn't push the roof of the mouth properly, that's going to grow crooked. If it doesn't press in the proper way against the arches on which the teeth grow, and with the cheeks and lips make a proper mould for these arches, it's like something pushing the type of a printing machine all out of line. The teeth come in any crooked way, and then you have a child with enough teeth perhaps to chew

THE POTENTIALITIES OF BABY TEETH

leather, but so placed they can't take hold. There's more philosophy than fun in the story of the woman who thanked God she had two teeth—and that they met. For what's the use of teeth if they don't meet properly? Instead of chewing the food, they chew each other and make terribly sore things out of what ought to be pleasure-giving, health-bringing tools.

TRY THIS EXPERIMENT.

NOW go back to that little gland. You see that when it chokes the child, it forces him to keep his mouth open. Now just try an experiment. Open your mouth and then try to push on the roof of it. Go on, try it. Do you see how just the tip of your tongue pokes futilely at the roof and doesn't even touch the sides of your teeth? Well, that's what happens to this child with the adenoid, and it happens when its mouth-bones are soft as putty, so to speak.

A healthy baby sleeps with its mouth closed, and the tongue pressing against the roof of its mouth. That little baby tongue sucks down as well as pushes up.

You'll see what I mean if you will try a leather sucker on a brick. You push the thing tight against the brick, and then when you pull on the sucker, it pulls on the brick. This downward pull prevents the arch from getting too high.

The baby tongue properly placed grows, moves around and enlarges the arch on which the future teeth are to come. It is like a soft finger constantly pushing the tooth foundation into its right shape and size. If it weren't for that, the foundation would grow crooked, or it would not grow big enough to hold the teeth when they came. The result would be the same as if you tried to make more children than there was room for stand on a circle.

You can see that when the mouth is open, the tongue cannot do this work properly, with the result that the bones of the nose, the roof of the mouth, as well as the bones which form foundations for the teeth, are all out of place.

Go a step further. All bones are largely developed and held straight by means of the muscles that are attached to them. It's in a way like the ropes of



WALTER G. BEFORE AND AFTER OPERATION.

His lower arch was too narrow and his teeth would not meet; but the only external sign of his trouble was something that looked like a dimple.

a tent. Let the ropes be pulled carelessly on the pegs, and the whole tent is crooked. The bones of the face and jaws are no exceptions. And so you can see how through this open mouth of the child with the gland diseased—that adenoid thing I have mentioned—the whole of the face and head bones get crooked, misplaced. The muscles are misplaced, or disused, and so the bones to which they are attached are necessarily misplaced.

THE MOULD OF THE BRAIN.

THESE bones are the mould of the brain cavities, and if by wrong development they crowd or lessen the brain space, you are not going to give the brain of the child a chance.

Then the idea is to get after that gland?

Yes, but the trouble is people don't do this, or don't do it quickly enough. If the case isn't very bad, the gland will right itself later on. But, in the meantime, it has started the mouth, nose and face bones growing crooked. And after the gland rights itself these parts are too stiff to change easily. That's why you see so few people with really effective teeth and regular features.

In cases where the glands are bad enough to make the parents sit up and take real notice, because the kiddie keeps them awake nights with coughs and colds and general irritability, they consult a doctor and have the adenoid removed. But by this time its work has probably been done.

The next sensible step would be, of course, to undo that evil work. If you don't take that step you are like a man who props his cement foundation with a board that warps, and then, seeing the trouble, removes the board, but does nothing to straighten the foundation. That is precisely what parents do, or fail to do. Practically every single one of them waits too long in the first place, and then does nothing to reconstruct the crookedness. And I tell you the time is mighty short for the reconstruction.

Look at this! Think it over! The brain of the average child weighs at birth 371 grammes; at six years of age that brain weighs 1,360 grammes, and at nineteen years of age that same brain weighs

1,400 grammes. That is to say in the first six years after birth a child's brain grows 989 grammes. In the next thirteen years it grows only 40 grammes. In other words, the brain of a child grows over twenty-four times as fast in the first six years after birth, as it does in the next thirteen years. Now, that's something for you to think about. For you see, if that brain-box and its support are warped in the first six years, it means a warped brain.

There is another side to it. In that first six years the brain-box is mouldable, like the other bones of the child body; it's soft and you can work it without pain. You see everything is favorable then. The workmen, so to speak, are on the job in crowds, and the material is easily moulded into shape. After this period of rapid growth the parts stiffen, and change becomes extremely difficult. That is why Dr. Lorenz refuses to replace a dislocated hip joint, for example, after five years of age. He finds that the surrounding parts are too rigid and unyielding to insure success after that age.

It's just the same with the work of this diseased gland I've been telling you about. Get the gland right, before the child is six years of age, and you can do something. Begin the straightening out process at the earliest possible age, and you have the best chances of success. After six years of age, you can't remake foundations, and any righting you can do must be by very slow and difficult ways. It's like a man waiting till the fall before he pulls the weeds out of his garden.

THE AGE OF HOPE.

TAKE a child in the period before six years of age, and by the use of a little curved wire arch no larger around than a pin, and a few simple devices in the hands of a man who knows his business, you can put him right without any pain and often without even much discomfort. You can correct havoc wrought in his nose passages; you can straighten the partition of his nose; you can beautifully line up irregular teeth; you can put a retreating chin right, or a chin that juts out like a bull-dog's jaw; you can do all

THE POTENTIALITIES OF BABY TEETH

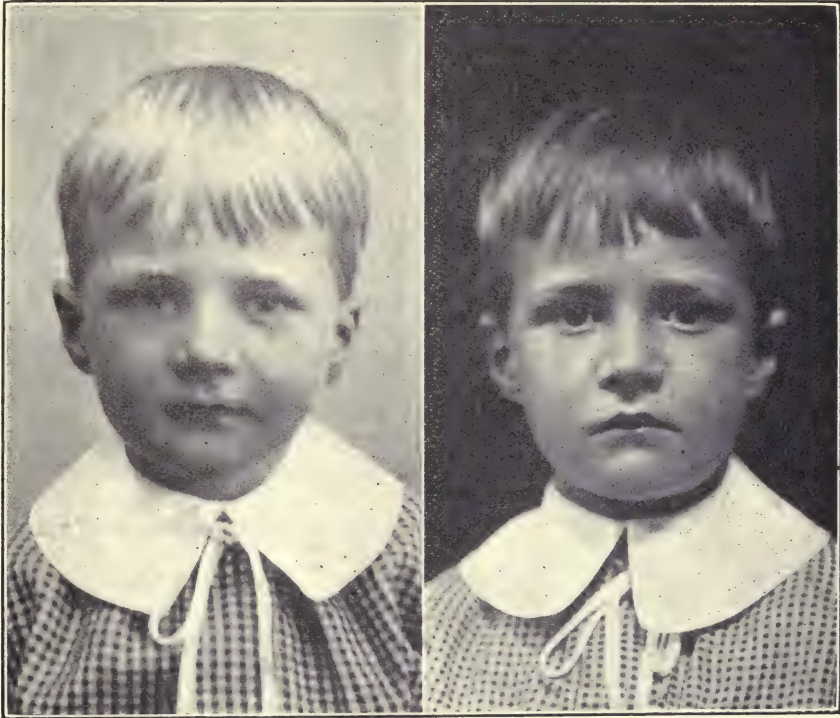
this with no pain and with little discomfort in that precious period before the age of six. And the point I am getting at is this: you not only make the child beautiful, but you give it a decent brain-box; you give its mind and soul a roomy and healthy house to live and grow in. Do you see?

You see again, with this little curved wire attached to the baby teeth, you can spread the nose passages, and increase

The baby teeth, the temporary teeth, are the key to the whole process of reformation; they are the basis of this whole matter of making the brain-box fine and right.

GETTING STARTED WRONG.

DON'T you see that delay at this point is simply throwing away that precious period when the whole nature of the child is admirably prepared for growth?



JIM D. BEFORE AND AFTER OPERATION.

His trouble was the opposite of Walter G.'s, his upper arch being too narrow for the lower, and a few months corrected the difficulty.

their size, lessened by that miserable diseased gland, so that the child can breathe with his mouth shut. You can guide the little baby teeth, the temporary ones which are the guides of the permanent teeth; you can guide these so that when the permanent teeth come they are all right.

You see, after the deadly work of the gland is done, the key to the whole situation is the temporary teeth. I cannot make this too strong. I simply cannot exaggerate the importance of this point.

Don't you see that delay then lets the brain-box grow crooked? Don't you see that it lets the parts harden crooked, when it is never possible to get them as soft and pliable again as they were then? It starts the whole thing wrong.

Look at these cases. Here is a boy three and a half years of age. The lower arch of his teeth was too narrow for the upper arch. It was like a pair of scissors with the bottom half gone. How could the scissors cut? How could the boy chew? His teeth wouldn't meet.

And yet the only external sign of this was a slight pit near the left side of his mouth. You'd have thought it was a dimple, but it wasn't.

Well, with the help of the little appliance I told you of, the narrow arch was widened. It took just a year to do it, and it was done without pain and with little discomfort. And when it was done the boy could chew properly; he stopped snoring at night, stopped catching colds, and instead of a limp little lad became active and vigorous. You can see that even this slight improvement in personal appearance has given the child a more developed and mature look. (See pictures of Walter G.)

Here is another boy. He had exactly the reverse trouble. The upper arch was too narrow for the lower. His face was slightly depressed at the left side. In a few weeks we straightened the difficulty and gave him good chewing capacity in both rows of teeth. Of course, these teeth will have to be held in their new positions for a year or two. This boy now sleeps with his mouth closed, does not snore, and is not subject to colds. (See pictures of Jim D.)

The improvement in his health began practically with the beginning of the operation. Mothers are often afraid of the immediate effect of this treatment upon the health of delicate children, and of course the little victims of the baleful adenoid are always delicate; but Jim D.'s mother bears eloquent testimony to the groundlessness of such apprehensions. The boy was taken to the country after the fixtures were adjusted, and when there they came off. Not wishing to bring him to the city in the summer they were left off for about two months.

"During this time," writes the mother, "although the boy had country air and the best of food, he did not gain and did not look as rosy as usual. When we returned to town and replaced the fixtures and started the spreading in earnest, he improved magically, proving conclusively that the operation is not detrimental to general health, but on the contrary is a great help to nature in her desire for development and progress."

Here is a little chap seven years and

one month old, round-shouldered, a mouth-breather, physically below par. His temporary teeth were close together, and only very slightly irregular; but the fact that they still remained in his mouth at seven years of age showed that an arrest in development had taken place.

Rapid spreading was done in his case, and all necessary width was attained in one month, though the fixtures were kept on for nearly a year. The change in his appearance and attitude is shown in the illustration (see Frontispiece). After less than three months of the treatment his mother wrote:

"David is sleeping with his mouth closed, has a good color, is growing very tall, shows increased vitality and has no colds."

These are only samples of cases that are very common. The work of that miserable gland when diseased usually shows in two ways between the ages of four and six years, namely, in projection either of the upper or of the lower teeth, or in failure of the temporary teeth to spread apart laterally, especially the six front teeth.

The earliest signs of the evil work are a paroxysmal cough, ear trouble, snuffles, or mouth breathing, and this is followed by disarrangement of the chewing apparatus.

Now, if you get the child not later than five years of age, the teeth can generally be spread apart and lined up properly in from sixty to ninety days. The cost is small, and the pain is little, if any, unless the child has been frightened, or wrongly brought up.

At six years of age you cannot be sure of good results with less than two years of treatment, although the actual right placing of the teeth may be done in two months.

So it is all along; the earlier you begin, the better and more speedy are the results. At six years it is some times possible to spread the crowns of the permanent teeth by spreading the temporary ones. But when the temporary teeth begin to fall out there is nothing to attach the appliances to except the very teeth you are trying to straighten. Then it be-

comes a problem of making a crooked mould produce a straight product. For you must get your eye on this fact: the temporary teeth make the mould for the permanent ones, and when the temporary teeth have dropped out, this mould, straight or crooked, has been made. So you see if you wait you have two jobs on hand, instead of one. You have both mould and product to make right.

Of course, if the baby teeth are in the mouth at the age of six and a half, or seven years, that is evidence that an

arrest of the usual development has taken place. In that case it is generally best to use the ordinary methods of orthodontia.

In fact, you can do much even in adult life, though then it is almost impossible to make the work permanent. You set the teeth, but they won't stay put. You have to repeat the process. For, with teeth as with hounds, it's hard to teach old dogs new tricks. Six months with a puppy will produce more than six years with an old dog.

The Story of Gelatine

DISHES WHICH ONCE REQUIRED LONG AND ARDUOUS TOIL ARE NOW THE WORK OF A FEW MINUTES

By MARY DUDDERIDGE.

THERE is something peculiarly fascinating about the appearance and consistency of jelly, and in olden times housekeepers endured much tribulation for the sake of affording their families and friends this particular form of gratification. We all recall the tragedy that befell the House of Brooke, in Miss Alcott's tale, when the jelly would not jell, and the tragedy was a very familiar one. If it had not been the story would not have made such a strong appeal.

But no amount of tragedy would deter the housewife from making jelly, and the making of fruit jelly was a trifle compared with the manufacture of jelly from calf's feet. Recipes for jellies of this sort occupy over a page of fine type in old cook-books.

The feet had first to be scalded to take off the hair. Afterward they were carefully washed, put into a saucepan with cold water which was brought to a boil slowly, and then simmered for six or seven hours, the rising scum being constantly removed by skimming. The liquor was then strained through a sieve and put in a cool place to set.

But the labor was by no means over. The liquor had still to be clarified. When cool and solid the fat was removed from the top and the sediment scraped from

the bottom, and after the shells and beaten whites of five eggs had been stirred into it, with six ounces of sugar, it was boiled for a few minutes and run once or twice through a jelly bag.

The result of all this arduous labor was a quart of stock, which according to a cook-book of sixty years ago, was "the foundation of all really good jellies." A cheaper jelly, it was stated, might be made from "cow heels," or shank bones, and if one wanted to save trouble, one could purchase various substitutes for the home-made product.

Commercial gelatine was then on the market, but our author, one Mrs. Isabella Beeton, appears to have held it in slight esteem.

"Substitutes for calf's feet," she says, "are now frequently used in making jellies; which lessen the expense and trouble in preparing this favorite dish; isinglass and gelatine being two of the principal materials employed; but although they may look as nicely as jellies made from good stock, they are never so delicate."

The isinglass mentioned is a form of gelatine prepared from the swimming bladders of fish, particularly sturgeon. It is now little used for culinary purposes, but Mrs. Beeton prefers it to



Courtesy of the Cox Gelatine Company.

A BACTERIOLOGICAL DEPARTMENT KEEPS CONSTANT WATCH ON THE PRODUCT IN ALL ITS STAGES.

what she calls the "common sort of gelatine," and recommends it for making the painfully acquired calf's-feet stock go a little further.

To-day all housewives get the material for their calf's-feet jelly out of a package, and the dishes that once required so much time and labor can be prepared with little time and almost no skill. Toil and much skill there has been before the material reached the package state, but the housewife knows nothing of it.

Whether gelatine has any food value or not has been a matter of much dispute. It was once thought to be highly nourishing, and for that reason, combined with its digestibility and the appeal it made to fastidious appetites, it was much used—as it still is—in invalid cookery. Later this virtue was denied to it and it was used simply as a medium for carrying other things.

To-day it holds a higher place. It is usually spoken of as a protein-sparer by

which is meant that it saves the protein of the body from being broken down for fuel; but food experts now tell us that it is something more than that. While it lacks some of the elements of body protein, it can, to a certain extent, they say, supply the place of other proteins. In his recent book on "Food Products" Dr. Henry C. Sherman of Columbia University says: "Gelatine is a true protein but not complete as a protein food."

Manufacturers of gelatine do not make any extravagant claims for the food value of their product, but its practical usefulness is unquestioned. Owing to the extreme ease with which it can be digested it carries other things with it. This makes it of value in invalid cookery. It also adds variety to the limited invalid dietary, and because it is liquid at the body temperature it deludes the patient on a liquid diet into thinking that he is getting something solid.

In everyday cookery gelatine has many

THE STORY OF GELATINE

and varied uses. Its appeal to the eye, and its capacity for stiffening and thickening other things without altering their flavor having made it so useful to the housewife and the chef that it often lends its aid in every course of the dinner from soup to dessert.

It is in the realm of desserts and salads, however, that the special usefulness of gelatine lies, and in summer when the task of tempting flagging appetites confronts every housewife, and when at the same time she wants to lessen rather than increase her labors, it is an ever-present help. In name, as well as in appearance, it suggests coolness—for the word gelatine, like the word jelly comes to us, via the French, from the Latin word, *gelare*, to freeze—and no hours of toil in a hot kitchen are associated with its preparation.

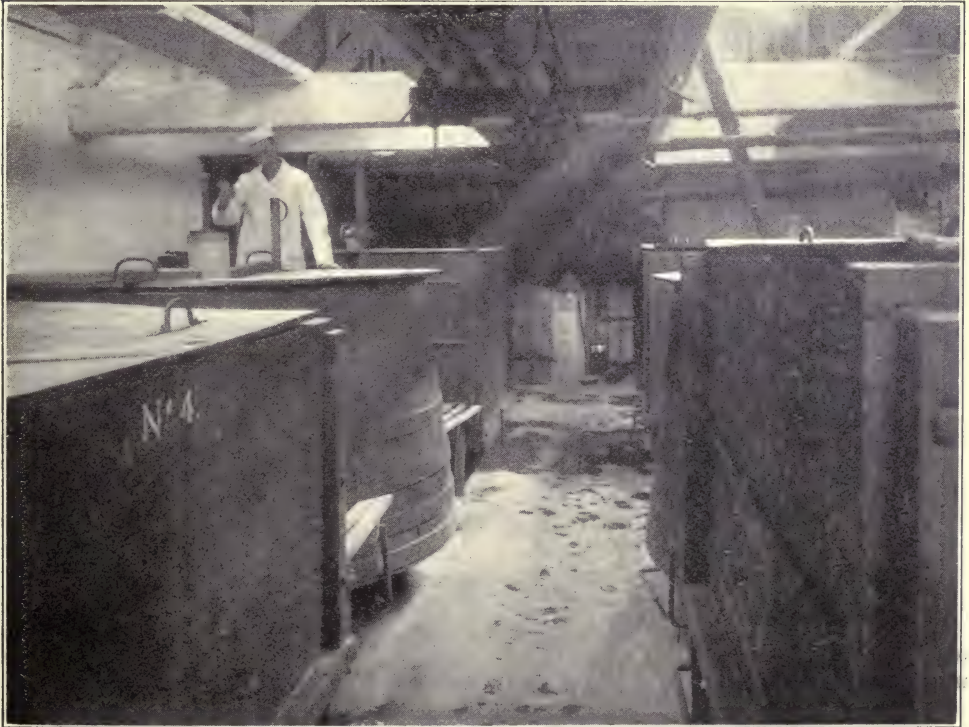
Gelatine can be obtained from the tissues of most animals, chiefly the higher ones. It does not exist as such in these tissues, but is produced by boil-

ing from a substance known as collagen. This hydrolysis of collagen takes place every day in our kitchens and causes our soups and gravies to "set" when cold.

Glue is produced in the same way, and the line between glue and gelatine is not very clearly drawn. Technical works on the subject define gelatine as a very pure form of glue, and the higher grades of glue are purer than much of our so-called edible gelatine. One of the best known gelatines on the market, in fact, is manufactured by a firm which began life two hundred years ago as tanners and glue-makers.

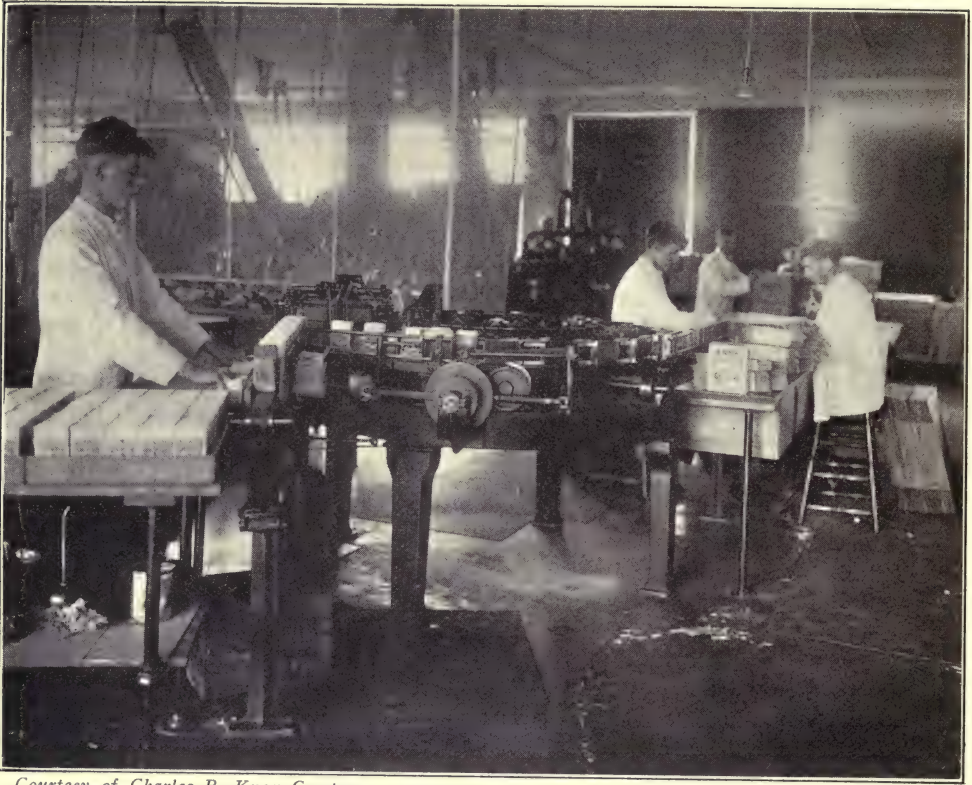
Edible gelatine is made commercially chiefly from the bones and skins of calves. Young animals contain more collagen than older ones, and the skins of calves, besides, are not so much in demand for other purposes as the skins of older animals.

The raw material comes mostly from South America, where vast plains are



Courtesy of the Cox Gelatine Company.

COOKING VATS.



Courtesy of Charles B. Knox Company.

PACKING GELATINE.

still available for cattle-raising, but a considerable amount comes also from other countries.

The process of making gelatine is necessarily the same in its essential point as that employed by our grandmothers. Collagen can be converted into gelatine only by contact with boiling water; therefore, the raw material has to be boiled. The factory improves on the home method, however, by drying the jelly when obtained, granulating or powdering it and putting it in a package ready for instant use whenever it is wanted.

In the commercial process, too, extraordinary precautions must be taken to keep the product clean, as gelatine resembles milk in its tendency to gather up all germs that come in its way. In the best plants all water, which is used in great quantities, is filtered; the employees are dressed in white washable

garments; modern machinery has eliminated the necessity of contact with the human hand; while a bacteriological department keeps constant watch on the product in all its stages.

Gelatine first came into prominence during the Napoleonic wars, when it was found necessary to utilize all available sources of food supply. It was first made in Paris, and France is still the great gelatine country. Its cooks cannot cook without gelatine, and before the war it exported large quantities of it.

We are now getting very little edible gelatine from either Germany or France, Austria or Switzerland, but Britain still manages to send considerable supplies. The situation is less serious, however, than it might have been a decade earlier. We used to import nearly all our gelatine, but for the last ten years or so, we have been turning out an excellent product ourselves.

Leaves From My Housekeeping Experience

POINTERS ON THE CARE OF THE ICE-BOX AND ITS CONTENTS IN SUMMER

By GLENROSE BELL CARAWAY,
First Vice-President of the National Housewives League.

[EDITOR'S NOTE.—However much attention the members of the Housewives League may give to the larger housekeeping, they never forget the practical details of their own individual housekeeping. In fact, their interest in these matters is but intensified. The broadening and deepening of the profession of housekeeping is reviving among our members their old family recipes and bringing out the individual practical ideas which each housewife has, and which, possibly, her grandmother, or her great-grandmother, had before her. In order that you may have an opportunity to pass these ideas on to each other, we have opened this department in which we propose to publish each month the best ideas, or recipes, of some member of the League. All our readers are asked to contribute to this department. We want to hear from the North, the South, the East and the West. If you send your picture along with the ideas, so much the better, as we all want to become acquainted with each other.]

I HAVE found that two of the most important fields of care and oversight in the culinary department of our houses during the summer are: first, the ice-box; and second, the fruits and vegetables which must be kept in it till we are ready to use them.

Of course, I can hear all of our good and energetic Leaguers say with a loud and unanimous voice, "I keep my ice-box clean."

But it is not enough to keep the inside clean; the under side must come in for its share of attention.

Connecting the ice-box with the drain below is a pipe. Sometimes this extends from the ice-chamber, ending in a cup-like contrivance which fits over the hole through which the water drains into the pan below.

Sometimes the pipe is fitted by overlapping just below the ice-chamber, and goes straight through the chambers below to the drain-pan.

However the adjustment may occur, be sure before you purchase a refrigerator, or rent an apartment, that this pipe is an easily removable piece of equipment; for in the deposit which accumulates on the inside lurk the germs which not only spoil the food and give the box a bad odor, but may produce deadly ptomaines.

To clean the box thoroughly remove the trays and pipe. In short take out everything which comes out and boil for

a few moments in a strong solution of washing soda.

Meanwhile, wash the box interior, wipe dry and leave open, so that the air may circulate and the box cool in readiness for the ice.

Pour some of the strong soda solution down the drain to cleanse that.

When the boiling is over rinse the fittings in cold water, replace, and your box is ready for the iceman.

If the box is lined with galvanized iron or tin with riveted seams, as is often the case, the interior can be made smooth and germ-proof by a few coats of white enamel paint. Without this treatment the most assiduous care will not suffice to keep it clean.

Always have the ice rinsed before being put in the box. This caution is scarcely necessary to any one who has contemplated the travels of a piece of ice from wagon to box.

Have special dishes for the ice-box, covered if possible. Foods lose flavor, and sometimes their original taste when exposed to the stronger odors of other foods; while the habit of thrusting a serving dish into the box, with the uneaten remnants of the meal upon it, is both careless and expensive, for the nicking process goes on with remarkable celerity in a crowded ice-box.

A saucer of charcoal kept in the box sweetens the atmosphere.

And now that the ice-box is a fit and

fine receptacle, let me say a word about the care of the summer fruits and vegetables which go into it.

We all realize that the day when the travels of our foods were limited to transit from garden to kitchen is either over, or has not dawned, for many of us.

The history of the journey of our food supplies reads something like the itinerary of a Cook's tour, and after the many perils of the path, the food arrives in what might be called "a state of nerves" and demands instant and adequate care.

A few moments' rest in a hot kitchen may be the last straw, take the last fleeting flicker of flavor and leave us a mass of vegetable or fruit material, which, while doing us no harm, will give us no joy in the eating.

So let us bestir ourselves.

Lettuce should be separated, washed, wrapped in oiled paper and laid close to the ice; this insures a crisp delicious salad.

Shake off the dirt from beets, carrots, and all the long-stemmed vegetables, wrap them up, and put in the box. Do not break off the stems until ready to prepare, for the rooty plants 'bleed' when shorn of their leaves, and thus lose flavor.

Do not take the husk from corn before putting it in the box. Corn sours much more rapidly when the husk is removed.

Tomatoes should be taken from bag or basket, and laid separately on a tray;

the thin skins are easily bruised by rubbing together, and the fruit rots very quickly when cracked or broken.

Never soak vegetables in salt water in order to freshen them up. The salt acts on the vegetable minerals, extracts them, and with them much of the flavor of the food.

All kinds of berries should be poured on platters before being put into the ice-box, so that they may enjoy freedom from pressure, and air circulation. How often have we bought a box of beautiful berries in the morning, and found that by night a section of the contents had become an unusable mass. One bad berry in a tightly packed box may have worked the havoc. Thus quickly do "evil communications," etc.—

Do not hull berries and allow them to stand in water, or hold them under a heavy stream of water. The water soaks in through the unprotected end, and the fruit loses flavor.

If you want to keep the juicy fruits, like grapefruit, oranges, lemons, etc., after being cut, cover the exposed end with a piece of oiled paper and lay, cut side down, on a dish.

Of course, every careful housewife keeps her butter in a covered receptacle, but eggs are not always treated with the same consideration. It is a fact, however, that odors easily pass through the delicate eggshell, and give the contents a musty taste.

COME TO HEADQUARTERS

The headquarters of the National Housewives League are open to every home-maker, whether or not she is a member of the League, and all home-makers are urged to avail themselves of its privileges. If you want the newest ideas about the three branches of housewifery, housing, clothing and feeding, come and see our exhibits and listen to our lectures. If you merely want to rest and meet your friends, come and use our rest room. If you want a cup of tea, drop in Friday afternoons, and meet the National officers. If your children find time hanging heavy on their hands Saturday afternoon, send them to our Junior League meetings and let them learn candy-making and simple cookery.

Don't forget the address: No. 25 West 45th Street, N. Y. City.

A Model Wet-Wash Laundry

ESTABLISHED TO SHOW HOW QUICKLY, CHEAPLY, AND WELL
THE FAMILY WASHING CAN BE DONE OUTSIDE THE HOME

By PHILIP S. PLATT, M. A.

Superintendent Bureau of Public Health and Hygiene, New York Association for Improving the Condition of the Poor.

THE Bureau of Public Health and Hygiene of the New York Association for Improving the Condition of the Poor has recently opened in a part of its Milbank Memorial Bath, No. 325 East Thirty-eighth Street, a model wet-wash laundry. The laundry is an attempt to solve the problem of family washing among the poor in the immediate neighborhood. It aims to provide at a charge easily within reach of the poorest family, a clean, sanitary wash, as quickly and thoroughly as the most modern business and washing methods, with the most modern machinery, make possible. As a self-supporting investment, as a model of equipment and methods, its success, already assured, will be watched by other laundries and the city itself with the utmost interest.

The wet-wash laundry is a relatively new idea. It aims to take out of the inadequate home the heavy and fatiguing part of the washing. The clothes are washed at the laundry, wrung out by centrifugal hydro-extractors, and returned to the owner in a condition ready for ironing. As conducted at present, the majority of such laundries cannot be said to be attractive from a sanitary point of view. There is wide room for improvement. Furthermore, the laundry problem is a community affair. From an economic point of view, the time and space devoted in the home to this weekly operation is extravagant. Both would be saved if the work were centralized, instead of being divided among many homes.

New York has already recognized its responsibility in the matter of public baths. Obvious as its duty in this regard now appears, it was only twenty years ago that the idea was bitterly opposed as socialistic. But of what avail is a

cleansing bath if the clothes which must be donned are filthy, if the opportunities for washing in the home are inadequate and one cannot afford to send one's wash to a commercial laundry?

Abroad, this difficulty has been met in two ways. First, municipal laundries have been established where washing can be done at a price which is within reach of the poorest. Second, municipal wash-houses, where, in clean, attractive surroundings, a man or a woman can do his or her own washing and ironing at cost price, have proved to be a boon to the people. Fifteen municipal wash-houses have already been established in American cities. Five of these, and by far the best, are in Baltimore, Md.

New York is alone among the big cities of the country without a wash-house. The establishment of one in the recently completed municipal bath on West Twenty-eighth Street has been under discussion by the Board of Estimate and Apportionment, but though strongly favored by the Borough President of Manhattan, has not as yet been favorably considered.

A PALLIATIVE MEASURE.

AT BEST, the wash-house is only a palliative measure. It does not solve the problem for the working woman, nor strike at the root of the extravagance of decentralized washing, and its capacity is always small. The remarkable success of the wet-wash laundry during the past few years indicates its value. But of model wet-wash laundries operated by a municipality, or established and conducted by individual initiative as an example of what the wet-wash laundry business should be, we have heretofore had none.

A careful canvass of some five hun-

dred New York homes in an East Side district to discover what the present methods of washing are, and how the idea of a clean, rapid, inexpensive wet-wash laundry, conducted in such a way as to be an example to the city, would be received, brought out some interesting and valuable facts.

The district canvassed was, for the

to do but wash," objected one, and another said she did not want her neighbors to see that she sent her wash out.

AN IRRATIONAL PREFERENCE.

WHILE over half the women said they were willing to have their washing done on days other than Monday, particularly if delivery could be promised the same day, actual experience has proved the condition to be quite otherwise. As many as 85 per cent. of our customers have asked to have their washing done on Monday. This is manifestly impossible and constitutes a serious problem which can only be overcome by persistent educational effort, which is already bearing fruit.

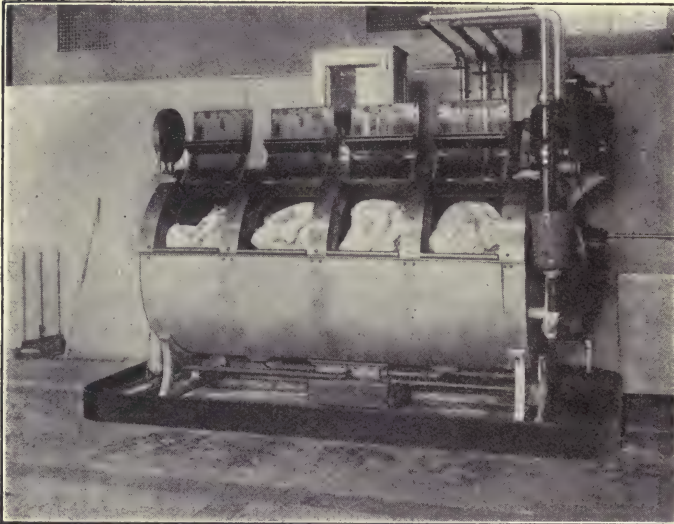
Another distressing fact is that many families have not a change of bed linen, and consequently cannot send out their washing when it may take several days to get it back. It would

seem, therefore, that if laundries would confine themselves to the neighborhood in which they are situated, instead of maintaining a scattered clientele, which may necessitate an expensive system of collection and delivery, a quicker, and hence a more valuable service could be given to the public.

COLLECTION AND DELIVERY.

IN the original investigation, in order to learn whether the people in the neighborhood preferred to deliver and collect their own laundry, or pay an additional charge of ten cents to have it done for them, great care was taken to sound them on this point.

Thirty-eight per cent. accepted the proposal of a lower rate which necessitated their own collection and delivery, while 47 per cent. said emphatically, "No"; 15 per cent. made no answer. Of the 38 per cent. accepting the lower rate, one-half



THE WASHING MACHINE, WITH FOUR CLEAN WASHES READY TO BE REMOVED.

most part, very poor in modern conveniences. In one block forty per cent. of the families were without wash-tubs; in another, 59 per cent. An adjacent district was also visited, where conditions were much more up-to-date. The analysis of the answers obtained by an experienced investigator in the course of intimate chats with the housewives shows nevertheless, that while 63 per cent. washed at home, 67 per cent. said they favored the proposed laundry.

The replies of the 32 per cent. unwilling to patronize the laundry fall into several classes. Fourteen refused because of insufficiency of linen, or because the wash was too small to send out. A few declared they could not afford to spend any money at all on washing. Nine said that all laundries were filthy; six preferred to do it themselves; and several said that it was a disgrace for a woman not to do her washing. "I've nothing else

A MODEL WET-WASH LAUNDRY

expressed their willingness to use the higher rate, and of the 47 per cent. who refused to make their own collection and delivery, over half accepted the rate with the additional charge. There were 40 per cent. who were non-committal about the higher rate, and 41 per cent. favored it, 19 per cent. refusing.

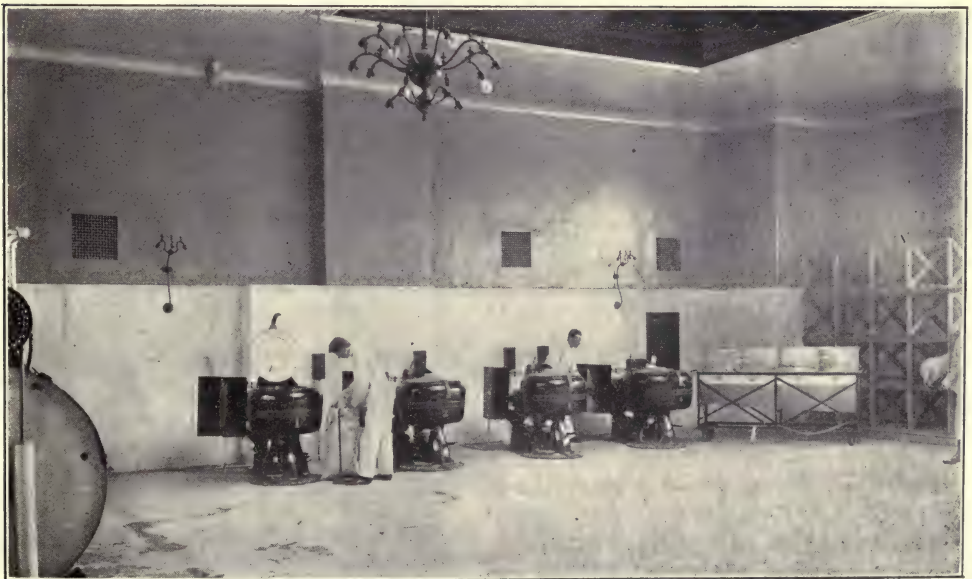
These data showed conclusively that the people prefer on the whole to pay the extra charge of ten cents, which saves them the labor of getting their wash to and from the laundry. Among the 39 who gave reasons for this somewhat unexpected attitude, 15 declared that the bundle was too large, 12 that there was no one to carry the wash, and 9 said that the saving wasn't worth the trouble. Our figures to date show that two-thirds of our customers are using the collection and delivery system and only one-third are bringing their wash and calling for it, thus availing themselves of the ten cents' saving.

As a rule, it was the older generation that objected to the laundry, looking upon it with suspicion or positive hostility. On the other hand, among the younger generation, more thoroughly Americanized and open to new ideas, the wet-wash

laundry was enthusiastically proclaimed a blessing. It was a satisfaction to have many women say that, although they had always been suspicious of wet-wash laundries, if the same association that conducted the Milbank Bath ran the laundry they would gladly patronize it. It has been a still greater satisfaction to hear the many notes of appreciation from women who have learned for the first time how clean their clothes can be washed.

THE LAUNDRY IN OPERATION.

THE price determined upon in order to make the laundry self-supporting when operated at capacity, was 35 cents for thirty pounds of family washing called for and delivered within twenty-four hours. If the clothes are brought to the laundry and called for when washed, the charge is only 25 cents for the 30 pounds. An additional charge of one cent is made for each additional pound in excess of the thirty-pound limit. As there are certain materials and various colors that cannot be washed with white goods, an attempt is made to eliminate such from the bag before it is accepted, or when necessary before the clothes are washed. There is abundant opportunity



INTERIOR OF THE LAUNDRY SHOWING PART OF THE WASHING MACHINE, THE HYDRO-EXTRACTORS, LAUNDRY TRUCK, AND BUNDLE RACKS.

for further coöperation between the women and the laundry in this respect.

Quite naturally, dirt constitutes another of our problems—not ordinary dirt but the dirt of clothing long worn, under conditions which can only be imagined. Such clothing requires special treatment and occasionally considerable rewashing before its condition can be brought up to standard.

In addition to dirtiness, the wretched, ragged, torn condition of the clothes is most noticeable, such garments often outnumbering the garments in good condition. To wash these clothes without further injury, as well as to wash some dirt-ground stained garments to the whiteness of new linen is frequently impossible. But it is

encouraging to observe their increasing whiteness as the clothes return to us from week to week. The greatest care is taken to maintain a high standard, although this often necessitates considerable personal attention to individual garments.

The maximum capacity of the laundry has been set at 500 washes a week, and the patronage has practically reached this figure. Now that this has been attained, greater attention will be given to the educational side of the experiment.

Besides fostering the idea of the value of the latter part of the week for washing, a wide field lies open along the line of the proper care of clothes. Simple methods for removing stains, the desirability of washing one's clothes before they are so

dirty that to clean them causes unnecessary damage to the fiber, and the proper method of washing flannels and woollens are fruitful subjects to bring to the ears of many ignorant women.

The accompanying photographs speak for themselves of the ideal conditions under which the laundry is conducted.

All the washing is done in a single machine containing eight separate bronze compartments. Each compartment receives the entire family bundle and washes it without direct contact with any

other family's clothes. About eight hundred gallons of water, with live steam and four pails of soap are used in the course of washing one load of eight bundles. The process occupies about forty minutes.

Bacteriological tests which have been made at our request by the Department of Health demonstrate that the washing process completely sterilizes the clothes.

No question remains about the unique value of the novel service offered to the women of the neighborhood at an exceedingly small charge. The satisfaction of the women is the keystone of the proof.

As the cost of collection and delivery has been found to be greater than was at first anticipated, and it is essential, if the laundry is to be a success in the fullest sense, that it be self-supporting, the price on bundles called for and delivered will be raised in the near future to 50 cents, but the charge on bundles brought by hand will remain at 25 cents.



A TYPICAL SPECIMEN OF MANY EXISTING WET-WASH LAUNDRIES. LOCATED IN AN EAST SIDE CELLAR, IT IS DARK, DAMP, DIRTY AND HOT.

Recipes from Many Sources

HOUSEWIVES LEAGUE HEADQUARTERS BECOMES A CLEARING HOUSE FOR CULINARY SECRETS

By EMMA BOSSONG.

WE HEAR much of the decay of the art of cooking in these supposedly degenerate days, but no indications of any diminution of interest in the subject has been observed at the Headquarters of the National Housewives League. No lectures bring out larger audiences than those on cookery, and at each lecture the audience diligently copies recipes for use in the home kitchen.

The recipes during the past month have been so varied and valuable that we feel that some of them should be passed on to housewives who are not able to come to Headquarters to get them.

A cake-making contest brought out recipes of such interest that visitors to Headquarters on the day the entries were exhibited remained till long after closing time to copy them.

BLUE-RIBBON CAKES.

THE prize loaf baked by Miss Edith Peppard, a student at Teachers' College, Columbia University, was a white cake, very delicate in grain, well baked and inexpensive.

The recipe called for two and two-thirds tablespoonfuls of butter, half a cupful of sugar, three tablespoonfuls of milk, one scant cupful of pastry flour, one level teaspoonful of baking powder, the whites of two eggs and three drops of almond extract. Cream the butter and add the sugar gradually; then add milk and flavoring. Sift the flour, measure a scant cupful and add it gradually. Add the powder and the whites of the eggs beaten stiff.

For the icing boil together one cupful of sugar, half a cupful of cold water and half a tablespoonful of vinegar until it spins a thread. Then beat the white of one egg until stiff, pour over it slowly

the slightly cooled syrup, add the flavoring and beat until it begins to thicken.

The winner of the second prize in this class was an English chocolate cake, so unusual to American palates and so delicious that it created quite a little whirl of excitement.

It was entered by Miss F. Brooks, of London, and called for half a pound of grated chocolate, half a pound of butter, six ounces of sugar, four eggs, one tablespoonful of warm milk, a quarter of a pound of flour, two ounces of rice flour, one teaspoonful of baking powder (rounded) and one teaspoonful of vanilla. Cream the butter and sugar together and add the chocolate dissolved in the milk. Beat the eggs and add them. Then add the flour, rice flour and baking powder gradually. Mix well and bake in a loaf pan for one hour in a moderate oven.

Mrs. Julius Metzger sent a wonderful orange layer cake, perfect in grain and very delicate, which won the first prize and was afterward sent to Mrs. Heath. The recipe called for two ounces of butter, two cupfuls of sugar, three eggs, three-quarters of a cupful of milk, the juice and rind of one orange, three and a half cupfuls of flour, and five level teaspoonfuls of baking powder. Mix the butter and sugar together and add the eggs, well beaten. Add the grated rind and juice of the orange; mix thoroughly; then add the milk and flour gradually, first sifting the latter with the baking powder. Bake in three layers.

For the filling dissolve three tablespoonfuls of cornstarch in one cupful of milk and add the yolks of two eggs. Let two cupfuls of milk come to the boiling point, with six tablespoonfuls of sugar, and stir in the dissolved cornstarch, stirring until thick and smooth. Add the

juice and rind of half an orange. Spread between the layers when cool.

For the icing, add five tablespoonfuls of water to two cupfuls of confectioner's sugar and one tablespoonful orange juice. Stir until smooth enough to spread.

Mrs. Metzger's husband kindly delivered the cake and came again for the ribbon which accompanied the first prize, a five-dollar gold piece, saying when he received it that this was the proudest day of his wife's life.

WHEATENA DISHES.

A DEMONSTRATION of dishes that can be made from wheatena was a revelation to most of the housewives who saw it, as they had never thought of using a breakfast food in any but the time-honored way. A recipe which attracted particular attention, because of its difference from the cereal dishes usually served at breakfast, was molded wheatena. People often give up serving cereals during the hot weather, because they seem too heating.

"Instead of giving up your wheatena in summer," said the demonstrator, "prepare it in the usual way the night before, mix some fruit with it, and pour it into individual molds. Put a bit of fruit on the top, and serve with cream. You will be surprised at the difference in flavor thus secured."

Other wheatena recipes were:

Wheatena Blanc Mange: Mix with two and a half cupfuls of water half a cupful of currant jelly. Boil the water and jelly together, then add a scant half cupful of wheatena; stir briskly and boil three minutes. Transfer to a mold, and set it on ice to cool. Eat it with sweetened cream.

Wheatena Fruit Pudding: Into seven cupfuls of boiling water to which has been added one teaspoonful of salt, pour one cupful of wheatena so slowly that the water does not stop boiling a single instant; after all is in, boil three or four minutes. Let cool slightly. Take an angel-cake tin and pour in a layer of wheatena, then a layer of any preserved fruit, repeat until the tin is full, having a wheatena layer on top. Put away in a

cool place till morning. Turn out for breakfast and serve with cream. If for luncheon, proceed as above, but fill the hole in centre with whipped cream and garnish with candied cherries.

Wheatena Muffins: Stir well together half a cupful of uncooked wheatena and one cupful of sour milk, and let them stand for half an hour. Dissolve half a teaspoonful of baking soda in a teaspoonful of hot water and add to the wheatena and milk. Add one well-beaten egg, two tablespoonfuls of melted butter, half a saltspoonful of salt, one tablespoonful of sugar and three quarters of a cupful of sifted flour. Bake in muffin pans twenty minutes.

Wheatena Nut Bread: Two cupfuls of sour milk, one cupful of wheatena, two teaspoonfuls of soda, two teaspoonfuls of salt, two tablespoonfuls of sugar, two eggs, four tablespoonfuls of butter or lard, one and a half cupfuls of flour and one cupful of chopped nuts. Put the wheatena in a bowl and pour the sour milk over it. Allow it to soak for half an hour, then dissolve the soda in a little hot water and add it to the wheatena, with the salt, sugar, lard and beaten eggs. Then add the flour gradually. When well mixed, flour the nuts and fold them into the mixture. Bake in three one-pound baking-powder cans for thirty-five minutes, or in a loaf pan for forty-five minutes.

Left-over Wheatena: To the above recipes Mrs. Arthur S. Hurrell, of Buffalo, Chairman of the Housewives League of New York State, who visited headquarters shortly after the demonstration, added a recipe for using up left-over wheatena. To one cupful of cold cooked wheatena she adds a pint of milk, stirring the two together thoroughly. To this mixture she adds two eggs, beaten very light, three-quarters of a cupful of sugar, a pinch of salt and a little ground nutmeg. The mixture is then baked in a moderate oven.

GELATINE RECIPES.

A DEMONSTRATION of gelatine recipes, very appropriate to the approach of the summer season, was given

by Miss Alice Moore, of the Charles B. Knox Company, Johnstown, N. Y. She began with the very simplest of gelatine confections, namely, lemon jelly made by following the directions on a package of acidulated gelatine.

"Lemon jelly is the foundation of almost every gelatine dish," said Miss Moore, and you can't tell the difference between jellies flavored with the extract that comes in the package, and those made with fresh lemon juice. An envelope containing a pink-colored tablet comes in each package, and with this flavor and coloring, adding only sugar and water, you can make a pretty and delicious jelly in almost no time at all. Plain lemon jelly is very nice with fruit molded in it and served with or without cream."

Among the interesting recipes given at this demonstration were the following:

Mayonnaise Dressing: One teaspoonful of gelatine, one quarter of a cupful of lemon juice, one pint of oil, the yolks of two eggs and one teaspoonful of salt. Soak the gelatine in one tablespoonful of lemon juice. Beat the yolks of the eggs and while beating drop in slowly half a cupful of oil. Bring to the boiling point the remaining lemon juice, in which dissolve the salt. Add the softened gelatine, and while hot pour one quarter of the mixture on the beaten eggs and oil. Beat in quickly the remainder of the oil, adding from time to time the hot lemon and gelatine. Beat thoroughly until it begins to stiffen. Put in a covered dish and keep on ice or in a cool place. If preferred, mild vinegar may be used instead of the lemon juice. To give the dressing an added flavor, rub over a grater a quarter of a clove of garlic and a quarter of a small onion, and add, with one teaspoonful of curry powder, to the dressing, beating it in well.

"A mayonnaise made with gelatine will keep for two weeks in a cool place," said the demonstrator, "and the trouble, experienced by so many housekeepers, of keeping the oil, egg and lemon from separating is overcome."

Perfection Salad: One envelope of gelatine, half a cupful each of cold water and mild vinegar, one pint of boiling water, one cupful of finely shredded cabbage, the juice of one lemon, half a cupful of sugar, two cupfuls of celery cut in small pieces, a quarter of a can of sweet red peppers finely cut, and a teaspoonful of salt.

Soak the gelatine in cold water five minutes; add the vinegar, lemon juice, boiling water, sugar and salt; strain, and when it is beginning to set add the remaining ingredients. Turn into a mold and chill. Serve on lettuce or endive leaves with mayonnaise dressing, or cut in dice and serve in cases made of red or green peppers, or the mixture may be shaped in molds lined with pimentos.

This salad, which took the hundred-dollar prize, in one of the Knox recipe contests, makes a delicious accompaniment, the demonstrator said, to cold sliced chicken or veal. It is very economical, as it serves a dozen persons for twenty-three cents. By substituting fruit for the cabbage, peppers and celery, the same recipe can be used for a fruit salad.

JUNIORS LEARN CANDY-MAKING.

A LATER gelatine demonstration was given for the Junior Housewives League. On this occasion the writer made marshmallows, using an envelope of gelatine to two cupfuls of granulated sugar, with a few grains of salt and a teaspoonful of vanilla.

The gelatine was soaked in ten tablespoonfuls of water, and the sugar boiled in an equal quantity of water until it began to thread. Then the gelatine was added to the syrup and allowed to stand until partially cool, when the salt and flavoring were added. It was then beaten to a sponge, an egg whip being used until it became too stiff, and then a wooden spoon. It was then poured into pans thickly dusted with powdered sugar and set in a cool place to get thoroughly chilled. When cold it was turned out and cut into cubes, and these were rolled in powdered sugar.

The children were delighted not only with the product of this demonstration

but with the process itself. When the dissolved sugar and gelatine are mixed we get a greyish liquid of most unattractive appearance. After it has been beaten for a while it suddenly begins to turn white, and the more one beats the whiter it gets until a delightful white spongy mass has been produced. The children watched the transformation with the greatest interest and excitement. They were, of course, allowed to sample the candy at the close of the demonstration.

This confection can be varied indefinitely by adding chopped nuts, chopped candied fruits, or chocolate.

CURRY SAUCE.

CURRY dishes, warranted to be of real East Indian origin, were demonstrated by Mr. Kafaman Smile of the Hotel Breslin, who appeared in Oriental costume. He gave the following recipe for Curry sauce:

Slice one medium-sized onion and cook in two generous tablespoonfuls of salt melted butter until a delicate brown, stirring constantly. Take from the fire for a minute and add one and a half heaping tablespoonfuls of curry powder. Set over the fire again and stir. When it comes to a boil add one pint of stewed tomato (either canned or fresh), or the same amount of stewed sour apple.

Cut up two sticks of celery, half a green pepper, and a small amount of parsley, and add to the curry. Let cool slightly and add a cupful of stock (preferably chicken stock), with a little water, if needed. Let the mixture simmer for about half an hour. Then strain it through a hair sieve. Salt to taste can be added at any time after the sauce has been strained; if added before, some of the virtue will be left in the pulp. Usually a scant level tablespoonful of salt will be needed for the amount of sauce given.

Have ready a quart bottle of milk and pour off about half a cupful from the top of it. Then from the bottle pour into the curry mixture about a pint of milk and let this thoroughly blend with the other ingredients.

To thicken the sauce, dissolve two level

tablespoonfuls of cornstarch in a little milk poured from the bottle and add to the hot curry. Let it come to a boil and then add the rest of the milk in the bottle. Now cut two lemons in halves and squeeze their juice through a strainer into the curry, stirring all the time. Lastly add the top of the milk.

The recipe will make over a quart of curry. When it is not desired to use all at once, the lemon may be left out and added as portions of the sauce are desired for use.

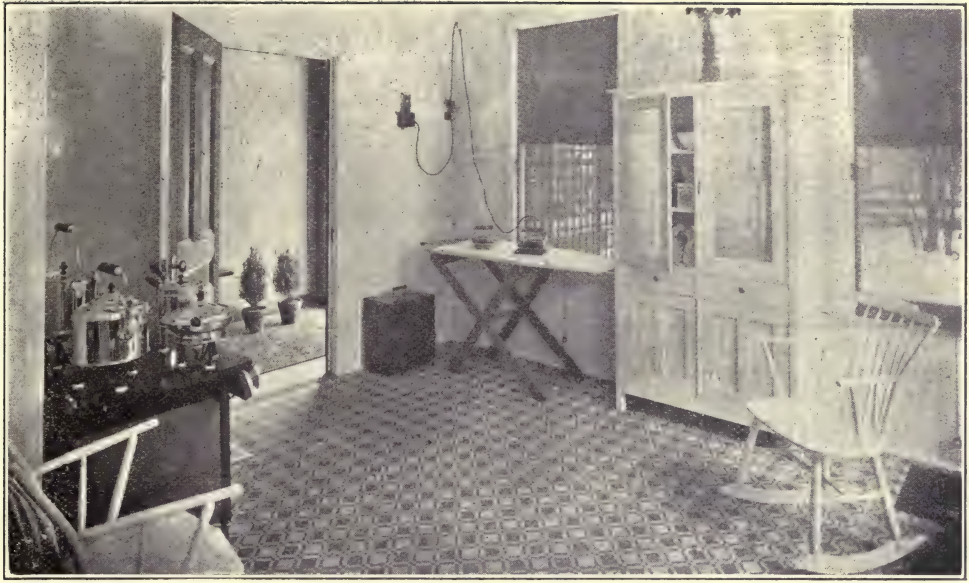
ENGLISH TEA CAKES.

ENGLISH dainties for afternoon tea were demonstrated by the maker of the English chocolate cake and included the following:

English Caraway-seed cake: One pound of flour, half a pound of white sugar, five eggs, half a pound of butter, half an ounce of caraway seeds and one large teaspoonful of baking powder. Rub the butter into the flour and add the baking powder, sugar and seeds. Beat the eggs and stir them in. Bake in a moderate oven for an hour.

Rock Cakes: Two cupfuls of flour, one cupful of sugar, two eggs, two tablespoonfuls of butter, one and a half cupfuls of currants, or four or five tablespoonfuls of caraway seeds, two teaspoonfuls of baking powder. Rub the butter into the flour; add the baking powder, sugar and currants; beat up the eggs and mix with other ingredients; drop on a baking tin. Bake in a moderate oven. The secret of success is to mix dry, with no milk or other liquid if possible.

English Scones: To three cupfuls of sifted flour, add three teaspoonfuls of baking powder and one teaspoonful of salt. Mix one teaspoonful of granulated sugar with three teaspoonfuls of cold butter (cut in dice) and one cupful of cold milk. Add the flour to this mixture handling as little as possible. Cut in four portions, flatten and round them, mark with a cross and bake twenty minutes. On removing from the oven brush with butter.



Electricity in the Kitchen

By GRACE T. HADLEY

FOR illumination electricity is in common use, but the idea of using it for cooking and the operation of domestic machinery is often abandoned as "too expensive."

This conclusion should not be too hastily reached, or based solely on the cost of current for the service under consideration. In the first place the current is applied only where it is effective; it is available instantly and costs nothing when not in actual use. There is no waiting for a fire to burn up, no heat is wasted by going up a flue, or passing into the air around the apparatus.

The saving in strength and time from the use of electric equipment is so great that in some cases it has been estimated to be sufficient to pay a year's interest on the initial investment in one week.

To prove to the housewife the economy of electricity for purposes other than lighting, the New York Edison Company has prepared the following estimates, based on the rate of ten cents per kilowatt-hour:

A fan can be operated for from one-

half to one and one-half cents an hour depending upon the size.

A percolator will make six cups of coffee for two cents.

An electric washing-machine uses approximately two cents' worth of current an hour.

Flatirons burn from three to ten cents' worth of electricity an hour.

A toaster will brown bread for six people for less than two cents a day.

A curling iron can be used for about half a cent an hour. Heating pads consume about one cent's worth of current an hour.

Portable vacuum cleaners consume three to five cents' worth of current an hour.

Milk can be warmed in a nursery milk-warmer in ten minutes for half a cent.

A chafing dish can be used forty minutes for three cents.

A motor-driven sewing machine makes 300,000 stitches for each cent's worth of current.

Six cups of tea can be made in an electric samovar for one and one-half cents.

Slaughter of Calves Increasing

IN SPITE OF ITS HIGH PRICE FEDERAL GOVERNMENT
FINDS THE DEMAND FOR VEAL GROWING RAPIDLY

THE slaughter of young calves is one of the serious phases of the problem of the maintenance of our country's beef supply. Statistics gathered by the U. S. Department of Agriculture indicate that the slaughter of such animals is increasing rapidly, due primarily to an increase in the demand for veal, in spite of the fact that veal is ordinarily sold at an extremely high price per pound.

These veal calves are largely drawn from the dairy districts, but, with the growth in the demand for veal, other sections are marketing as veal in considerable numbers calves that, if kept and fattened, would have made good beef steers. The market for stockers and feeders is therefore affected.

Various suggestions have been made to prevent this, even such radical ones as legislation to prohibit entirely the slaughter of calves. The fact is not always recognized, however, that this practice is purely economic.

In dairy districts, milk production is the chief business and calves are an incident, valuable only to replenish the milking stock, or for such revenue as may be obtained from their sale as veal. As the average dairyman must keep the number of his milkers at a maximum, economy demands that he relieve himself of his surplus calves as soon as possible. As there is not ordinarily any market for such calves except for veal, veal they become.

The slaughter of calves in districts which are not exclusively devoted to dairying probably has as its governing factor a market near by which pays more for calves as veal than as stockers.

A comparison of English and American methods in this respect sheds some light on this problem. In England men make a business of buying young calves throughout the dairy districts to be raised on milk substitutes and subsequently fat-

tened for beef. In England the dairy cows are largely Shorthorns whose calves are valuable for beef production. In the United States, on the other hand, the cows of the dairy districts are principally of the strictly dairy breeds (pure-breds or grades), or natives with no breeding, and the calves from such cows have, as a rule, little value as feeders for beef, but make good veal.

As the calves in a dairy herd are not of paramount importance, a system of breeding which would increase their value for beef production would not necessarily decrease the dairy value of the herd when grade or native cows are used. If such cows were bred to beef or dual-purpose bulls, the calves would have considerable value as stockers, the agricultural experts say. This practice would not be warranted, however, unless there was a near-by market for such stockers.

It must also be observed that this practice necessitates raising calves by hand, largely on milk substitutes, which adds to the expense, and calves so fed are not so easily raised as where they follow the cow until weaned naturally. The labor item is likewise important, as this system demands not only a considerable amount of labor but of skill also. In England skilled farm labor is cheaper than in the United States.

Another possible solution of the problem would be an increase in mutton consumption in the United States. We consume annually per capita seven and one-half pounds of veal, which is four per cent. of our total meat consumption; the people of Great Britain eat four pounds of veal per capita annually, which is three per cent. of their annual per capita meat consumption. We consume six and one-half pounds of mutton and lamb per capita, which is about four per cent. of our total, whereas the British people consume twenty-six pounds of mutton and lamb per capita, which is twenty-two per

cent. of their annual meat consumption.

An increase in our mutton consumption at the expense of the consumption of veal would, of course, tend to make calves less valuable as veal and would encourage a system of breeding which would bring them into demand as stockers. An increase in mutton consumption would also encourage the farm raising of sheep,

and this could be brought about on dairy farms without affecting the economy of management from the dairy standpoint. A small flock of sheep on a farm will increase the productiveness of the farm, keep the farm clean of weeds, and add to the family meat supply without entailing serious additional expense for feed, labor, or shelter.

The Mysteries of Sugar Spinning

CULINARY EXPERT MANIPULATES A
RIBBON OF SUGAR AS IF IT WERE SILK

IN MAPPING out the courses of lectures that are being given at the Headquarters of the National Housewives League it has been the constant aim of the Executive Committee to be practical.

But the ornamental has its place in life as well as the practical, and it is interesting also to know how things are done even if one does not want to do them oneself. Therefore when the opportunity presented itself to have a demonstration of sugar spinning the Committee was glad to take advantage of it.

The demonstrator was M. Edouard Panchard of the Hotel McAlpin which took the first prize for sugar work at the recent annual exhibition of culinary art given by American chefs at the Grand Central Palace, New York City. As these exhibitions are the finest displays of culinary achievement to be seen in this country, this one fact is sufficient to mark M. Panchard as a master of his craft.

The marvels of sugar architecture proved to be less of a mystery than most of the uninitiated probably suppose. It suggested the making of ribbon flowers with a ribbon of sugar instead of silk, and every woman in the audience who had ever shaped those fascinating blossoms felt that she would like to try her skill in sugar.

M. Panchard brought a couple of as-

sistants with him from his hotel, and all necessary equipment, the latter consisting of a lump of pure white fondant, some wire, coloring matter and a "batch-warmer." As the demonstration proceeded his assistants took bits of the fondant, worked in whatever color was needed, and put them on the "batch-warmer," an appliance consisting of a fine metal screen suspended just near enough to a row of gas jets to keep the fondant warm and malleable, without letting it get too warm. From these softened masses were drawn, as occasion demanded it, ribbons and ropes and threads of sugar.

A wonderful little basket was shaped from a rope of sugar laid together in a spiral, like an old-fashioned braided mat, and then pinched into shape. A wire handle was wound with sugar and attached to the basket by heating the ends. Sweet peas and roses to fill the basket were shaped from pink and white sugar ribbons, and furnished with leaves by the aid of a little wire.

A miniature hat which M. Panchard presented as the "latest model from Paris" was also shaped from spun sugar and decorated with pink and white sweet peas and pink ostrich plumes.

On another occasion M. Panchard showed the housewives how to plank a steak, a demonstration which was received with such enthusiasm that he responded by offering a second one.

New York Housewives in Conference

FIRST OFFICIAL GATHERING OF STATE
ORGANIZATION IS FULL OF INSPIRATION

THE organized housewives of New York State held their first conference on May 17 at Headquarters of the National Housewives League in New York City, with the State Chairman, Mrs. Arthur S. Hurrell, of Buffalo, in the chair. The gathering was quite informal, having been called merely for the purpose of exchanging ideas and giving the local leaders an opportunity to meet the State Chairman and each other, but everyone agreed when it was over that it had been very inspiring.

"It marks an epoch in our history," said Mrs. Hurrell. "It has made us realize more than ever that the movement is not a blind alley, but one leading into ever-widening fields."

The subjects which chiefly occupied the attention of the conference were coöperative buying, public markets, trade evils and home efficiency.

There seemed to be a general sentiment among all the delegates against coöperative buying among organized housewives except for educational purposes, or for the purpose of defeating attempts to manipulate prices.

"It is neither ethical nor expedient," said Mrs. Hurrell, "for an organization such as ours, with no overhead expenses, to compete with the merchants who have to carry this burden and on whom we depend, after all, for a great part of our food supply. We have no right to use our great economic power in competition with the regular trade except for the purpose of demonstrating a principle, or controlling a situation.

"We have learned this in Buffalo from experience. The only things we buy coöperatively now are butter, eggs and coffee, which we order through Buffalo houses. We do this for educational purposes, as we find it teaches system, the cost of delivery and other valuable lessons."

Troy, which was represented by Mrs.

William Feathers and Mrs. Joseph Dugan, Jr., reported that instead of trying to reduce expenses by coöperative buying, it was seeking means to make it possible for the retailers to buy more cheaply and thus reduce costs to the consumer. The League there has adopted as its slogan: "Trade in Troy."

Mrs. H. M. Crowder of the Yonkers League, which has done much coöperative buying, said that this policy had been adopted for educational purposes and would be abandoned as soon as a city market had been obtained.

Mrs. Albert W. Smith of Ithaca said that the merchants of that town were glad to handle coöperative orders.

Mrs. Smith's story of the Ithaca market held the audience spellbound for an hour. An account of the organization of this market has already been given in this magazine. The outcome was lately summed up by the Ithaca City Market Commission in the following statement:

THE ITHACA CITY MARKET HAS

1. Improved quality and freshness of native fruits and vegetables available in Ithaca.

2. Reduced costs of meats, fruits, vegetables, poultry and certain dairy products. (Since statistics prove that farm products hold first place in family budgets and have increased more rapidly than anything else in the last seventeen years, farm products constitute an important item in the cost of living.)

3. Stimulated production in the neighborhood of Ithaca. (Producers raised more and better goods the second summer of the market than the first.)

4. Enhanced value of farm lands adjacent to Ithaca. (Unprecedented sale of farm lands last fall.)

5. Helped Ithaca business. Thirty to sixty farmers per week use cash obtained from their sales at the market at Ithaca

trade. (They buy at food stores, as well as at other shops, whatever, as modern farmers growing a few specialized crops, they do not produce.)

6. Advertised Ithaca. Information regarding the City Market has been asked for by many individuals and by fifty-nine cities in many States. Speakers and organizers asked for in six cities in New York. Students of economics are sending questionnaires regarding it. The State Commission of Foods and Markets is watching it with interest and would be glad to see it handle all foodstuffs as an example of their principles of sane distribution.

7. Will be a factor in bringing industries to Ithaca.

8. Promoted coöperation between business men, producers and consumers. The acquaintance promises much for the further boosting of Ithaca along many lines.

9. The Ithaca City Market has changed the dinner of the very poor of Ithaca and of many factory employees from dry bread and imitation coffee to meats, fruits and vegetables. A social-service expert has said, after investigation, "The City Market is the best social service that has ever come to Ithaca."

Plans are being made, Mrs. Smith stated, to make the City Market even more useful than it has hitherto been, for which purpose additional stock is being sold. The market, it will be remembered was financed by the citizens, after the city had decided that it could not afford to do so.

Attention was called to the fact that while during the early days of its work, the League had concentrated on the food problem, because that was and always will be the fundamental problem of life, its purpose from the beginning had been to cover the whole field of homemaking, which includes housing and clothing as well as feeding the family, and the various leagues are now extending their activities along all these lines.

Mrs. Heath urged the delegates to study the textile industry, particularly with a view to understanding the effect upon prices of the crisis in the dye industry, due to the cutting off of supplies from Europe.

The conference was called to order at 10 o'clock, with a second session at 2.30, and at noon the delegates had luncheon with the members at the National Executive Committee.

Our Campaign for Clean Flour

THE success of any campaign depends entirely upon the amount of coöperation back of it, the volume and weight of the support which it inspires.

The leaders cannot do it all.

Have you given your individual support to our campaign for clean flour?

Are you doing your part to save the staff of life from contamination by insisting that your own flour shall be delivered to you in as clean and wholesome a condition as when it left the miller?

It cannot be so delivered unless it is packed in a sanitary bag, which means a rope paper bag, or a cloth bag with a paper lining.

The story of the vicissitudes of flour has been told in detail from month to

month in our magazine, beginning last October.

If you do not recall these revolting facts, get out your file and go over the articles again. They are short and to the point, and it will not take you long to reread them.

Review the subject, and lend a hand in wiping out the old-style unsanitary cloth-bag.

Write us if you want more information, and do not relax your efforts because it is vacation time.

Make a point of spreading the Gospel of Clean Flour wherever you go, and in purchasing your own flour remember that it can only be clean if packed in a rope paper bag, or a cloth bag with an impervious paper lining.

NEWS FROM THE FIELD

Fight for Honest Eggs in Rhode Island

THE COLD-STORAGE PRODUCT MAY NO LONGER
MASQUERADE AS FRESH IN THIS STATE

[EDITOR'S NOTE.—No sooner had the wonderful Houston report gone to press last month than the following report from Rhode Island came in, showing that it would be hard, even for Texas, to get ahead of that State. From the time of their organization about two and a half years ago, the zeal of the housewives of Rhode Island has never flagged, and their work has been as practical as it has been zealous. At the same time, they have always taken time to send to Headquarters most interesting reports of what they were doing. We are sure that many other Leagues have just as much to tell, but the doing of the work, naturally, seems to them more important than reporting it, and the latter is often neglected. Thus we miss the inspiration they might give. Do not neglect to tell us what you are doing, and let us see who will take rank next month with Texas and Rhode Island.]

PROVIDENCE, R. I., May 10, 1915.

WHEN the Investigating Committee of the Providence Housewives League began to look into the egg market in the fall of 1913, they found conditions in Providence to be as follows:

The best grades of cold-storage eggs were being sold as "fresh eggs" and at fresh-egg prices. Eggs marked "Storage" in the stores were of such an inferior quality that housekeepers were prejudiced against storage eggs and demanded fresh eggs at all seasons, without stopping to consider that during November and December there were not enough eggs laid in Rhode Island to supply a quarter of the trade.

Next to "Rhode Island" the sign "Fresh Western" appealed to the average woman who had never thought that hens are much the same whether they reside in Illinois or Rhode Island, and that Western hens have no unusual ability to lay in the cold weather. Neither did she know that the eggs that do come from the West in the short season, without having been in cold storage, have been collected from such a wide area and kept so long in the process that "fresh" is hardly the adjective to apply to them, and that good cold-storage eggs are far preferable.

We found all varieties of labels, including "Vermont-Western" and "As good as Rhode Island Eggs," while

one store carries at all seasons such a number of grades as this: "Fresh Western Eggs," "Selected Fresh Western Eggs," "Fresh Nearby Eggs," "Strictly Fresh Nearby Eggs," "Selected Fresh Nearby Eggs," "Fresh Rhode Island Eggs," "Strictly Fresh Rhode Island Eggs"; "Selected Fresh Rhode Island Eggs." We have yet to discover what the difference between a fresh and a strictly fresh egg can be.

FORCED DECEPTION.

RHODE ISLAND had no cold-storage law and no law requiring correct labelling of eggs. Wholesalers were able to get about ten cents a dozen more for eggs than if they sold them as storage and retailers could get all sorts of prices. The retail dealer might or might not know what he was getting from the wholesaler, and he was bound in either case to mark his eggs "fresh" to compete with his neighbor who was doing it because women had never had good storage eggs, as such, and so demanded fresh eggs.

Work in two directions was ready to our hands: to get a law that would enable the housewife to know what she was buying and to educate the women to appreciate and buy cold-storage eggs. One woman told us: "My husband wouldn't eat a storage egg. We always get ours at So-and-So's; they have good fresh eggs at —." And she named a price

too low for the real article, but too high for storage eggs.

Can we blame the dealer if we force him to mislabel to sell his goods, and if we are willing to pay ten or fifteen cents more a dozen for that label?

In December, one of our leading drug stores advertised "Fresh Rhode Island Eggs" at —. We found the stamp of the wholesaler on the cartons, a firm handling only storage eggs. The price was too low to be possible for fresh eggs, and yet people rushed to buy a great bargain without using their common sense. At our remonstrance the proprietor said:

"Well, they were Rhode Island eggs when we began selling them, but the sign should be changed now. But they are *good* eggs, none better; we use them at our soda fountain all the time."

The following day the sign read, "Good brown eggs," and the clerk in answer to our question said: "They are not Rhode Island eggs, but fresh eggs."

On the next day the answer was a little less confident: "Not exactly fresh eggs, but not storage eggs; they came from the West."

In other words, the public will eat and relish a storage egg if it is labelled fresh.

A bill was introduced into the General Assembly requiring that cold-storage eggs when sold at wholesale or retail should be marked by a sign on the counter, and on the crate or carton in which they were delivered, "Cold Storage Eggs," and our Investigating Committee, Mrs. Edward S. Brackett Chairman, worked for the passage of that bill, on the ground that the public were being defrauded, as they could not tell what they were buying and were paying too much for cold-storage eggs.

SECRET OPPOSITION.

A PUBLIC hearing attended by wholesalers, retailers and consumers brought out no opposition to the bill and it passed the Senate and went to the House. Here we found that the wholesalers were fighting the bill secretly. As it was then too late to ask for another public hearing that the consumers' case might be stated, the bill was lost for that year.

Meantime, several of our better stores at our request had agreed to label the eggs on their counter correctly, and we talked eggs at all our meetings and sought to show that cold storage *should* be a blessing and should bring within the reach of every housewife a good article at a fair price.

Last fall we started our bill early and right at the source of the trouble, before the House. The introducer of the bill and the members of the Judiciary Committee, most courteous and willing to get our point of view, gave a public hearing. Again farmers, wholesalers and retailers attended; all except the wholesaler speaking in favor of the bill and the wholesaler not objecting.

But we had learned by this time that their opposition was not carried on in the open, owing no doubt to the fact that they could hardly expect public sentiment to sympathize with their only argument—that it would be money out of their pockets if the bill went through, and we watched the progress of the bill carefully.

It passed the House and went to the Senate Judiciary Committee. In answer to our request that should the bill be questioned or objected to, we should have an opportunity to state our position as consumers, the members of the Committee expressed themselves as willing to see it passed. The next thing we knew it was reported—but amended.

Though assured that the amendment was unimportant and only a slight change in the wording, we hastened to get a copy, to find that the teeth had been drawn from the measure—the wholesaler let out entirely, and only the retailer obliged to label the eggs on his counter correctly. And how could he do this if he didn't know what he was buying from the wholesaler?

Feeling sure that the majority at least of the Committee didn't realize what the amendment had done to the bill, we went to see each member, to find our surmise quite correct. The amendment had been made by one man who represented that he was strengthening the bill and giving us just what we wanted, and the committee had left it to him. Our request that the

bill be recommitted was granted, and when the day came they went us one better and passed the original bill at once, indefinitely postponing the substitute.

The fight for honest eggs stands out as the salient point of our winter's work, but at the same time we were busy along many other lines.

Our first meeting after the annual was held in November, and was devoted to the subject of coöperative stores, to give our members and the public a chance to hear what was being done in this line in other places, and the arguments for and against. Mr. Emerson P. Harris, of Montclair, New Jersey, and Mr. John Baldwin, formerly of England, were the speakers.

In January the Extension Agent of the U. S. Department of Agriculture gave us a talk on "Eggs and Apples," illustrated by lantern slides. Among other things, he outlined a plan to have the Poultry Association standardize Rhode Island eggs, so that they should come to the consumer guaranteed not over eight days old and weighing at least twenty-two ounces to the dozen. He also suggested the establishment of farm bureaus with a county agent who should help the farmer to grade, standardize, and distribute his produce.

MARKETS GOOD AND BAD.

AT the Food Fair held in February the League had a booth with a good market represented at one end and a bad market at the other. At the back were screens explaining the objects of the League and facts in regard to the milk supply, ice-cream cones, eggs, etc. A map showed by different colored pegs, the number and location of the bakeries, markets, soda fountains, laundries, ice-cream and candy manufactories visited during the winter; and on the counter in front, we had a case containing imitation eggs, with an assortment of labels as found in the stores, illustrative of the fact that we had no way of knowing what kind of eggs we were buying.

Three women were always on hand to explain the work of the League, take memberships and subscriptions to the magazine and demonstrate the bad mar-

ket. The latter was a source of never-ending interest, from the false measures, dirty shelves and cases, to the stuffed cat whose tail carefully reposed on a dish of brightly colored candy over which artificial flies disported themselves. More than one mother reached up for a piece of the candy for the child clinging to her hand and the flies were all stolen the first night. But many paused to nod vigorously at our explanation of why the market was undesirable and to contribute some knowledge of their own as to markets, or to ask questions. The great interest shown and the many questions asked as to where good clean milk could be obtained, what bakeries, candy, ice cream, etc., we had found sanitary, made us feel that the exhibit was worth while. Mrs. Heath added to the interest by coming on and giving a talk in the lecture room one evening during the Fair.

At our meeting in April we felt the desirability of "getting together" and having an opportunity to discuss and ask questions. Consequently we announced that that meeting would be primarily for social intercourse, and ten tea tables, each presided over by ten women, dispensed refreshments at the conclusion of a talk by the President on National Headquarters, some of the work of the National League in New York and New York's open markets.

INDEFATIGABLE COMMITTEES.

AT our members' meetings held in January and May our committees gave reports of the work done during the winter. About two hundred markets visited were reported by our section committees on markets. The Candy Committee reported manufactories visited in Providence and Boston (as Boston supplies much of the candy sold in Providence), with an effort to find where clean penny candy could be obtained. Our Laundry Committee reported one laundry as having spent \$2,000 for improvements as a result of our suggestions. The Ice Cream Committee reported plants visited and explained the danger of ice-cream cones and the Bakery Committee gave an encouraging report of the great improvement in three of the bakeries formerly found most

unsanitary, one proprietor stating that the League had cost him \$6,000. As this expenditure had given him a sanitary plant in place of a very dirty one that we could not recommend our members to patronize, it seemed worth while to us and we think it will prove so to him.

A Committee on Soda Fountains has visited and reported on conditions in drug stores and department stores and given our members the advantage of knowing the places where the best methods of washing and caring for glasses and spoons are used. A Committee on Prices kept a record of meat and egg prices at the principal markets, comparing them with each other, and with prices in near-

by cities. Our Marketing Committee investigated the possibilities of the parcel post in Rhode Island, interviewed farmers, and studied the situation in Providence as to a public market.

Our State Organizer, Mrs. Philip S. Mitchell, has spoken before many Mothers' Clubs and other organizations in Providence and neighboring cities in some of which we hope to report new Leagues formed before long.

We have about eight hundred members and eighteen committees all doing most efficient work.

ROSE C. HILTON,
President, Providence Housewives League.

Buffalo Housewives Oppose Milk Dealers

BUFFALO, May 5, 1915.

THE Retail Milk Dealers' Association of Buffalo having petitioned the Mayor and the Health Commissioner to discontinue the publication of bacteria counts in the *Sanitary Bulletin*, published by the Health Department, the Housewives League has appealed to the same authorities to continue the present practice. The housewives read these reports with the greatest interest, and do not want to see them omitted from the *Bulletin*.

The dealers maintain that as there is a State law requiring them to grade their milk, the publication of bacteria counts is "unnecessary and superfluous."

There seems to us to be something suspicious in this desire to avoid publicity. The State sanitary code is good enough in its way, but legislation is of no use unless it is enforced and publicity is a powerful aid to enforcement.

Because there is a law requiring milk to conform to certain standards, it does not follow that we are now absolutely sure of pure milk.

The Health Commissioner, Dr. Fronczak, says he doesn't understand why any dealer who has a sanitary dairy and who takes good care of his milk on the wagon, should fear the publication of his bacteria count, and since the taking of the

count by the Department saves the dealers the expense of employing experts, he thinks they ought to favor the present practice. Some of the dealers, in fact, do not object to having this information given to the public.

We consider that the publication of the bacteria count in the *Sanitary Bulletin* has helped greatly to safeguard the public health and will continue to protest against the discontinuance of the practice.

Standards of health have been raised in Buffalo with great difficulty. We do not propose to lose anything we have gained, and we consider that it would be a distinct step backwards to withhold from the public the information now given in the *Bulletin*.

We have just had a really wonderful "acquaintance luncheon" at the Chamber of Commerce. Having announced accommodations for two hundred, four hundred women presented themselves. It was necessary, of course, to serve them in relays, but the utmost good nature prevailed and those who had been fortunate enough to arrive early vacated their seats as quickly as possible in favor of the late-comers. We had as our guest of honor, Miss Martha Van Rensselaer of Cornell University, and the annual meeting followed the luncheon.

WINIFRED HURRELL,
President Buffalo Housewives League.

Food Inspection in New Jersey

MISS EDITH DESHLER, Vice-President of the National Housewives League and President of the Housewives League of New Brunswick, is devoting much of her time to food inspection. In her route are forty bakeries, besides confectionery shops and ice-cream factories. These require many reinspections, calling for great tact and patience.

Since it is useful to have official authority back of an unofficial inspector, the State Department of Labor sent an inspector to accompany Miss Deshler whenever desired.

Miss Deshler recently related her experiences to the Housewives League of Freehold, and the *Monmouth Democrat* thus reports her address:

"When Miss Deshler made her first inspection she experienced quite a shock. The bakery was considered a fair one. In order to reach the bakeshop she passed through a filthy stable and chicken-yard, having a manure pit about eight feet away from the unscreened bakery door. Everything was black with flies. In the stable-yard pies and cakes were placed on barrels and boxes. Chickens flew up on them and sampled the cookery. The floors and men were dirty, and the men wore dirty clothes. Uncovered flour barrels were discovered full of soot from dirty pans taken out of the oven, and placed over them. In the store-room pails of pie-filling stood on the ground to cool, and pies were placed upon piled flour sacks, while chickens ran about having easy access to the food.

"Miss Deshler said that the American bakers caused very little trouble. The Italians were polite, and generous in promises which they failed to carry out. The Hungarians and Germans were satisfied with their present conditions and most of them received suggestions made by the inspectors in a sullen manner, while two were decidedly antagonistic.

"The ice-cream factories she found troublesome, particularly one which sup-

plies the 'hoky-poky' men. Flavoring and colors here were artificial, and a poor grade of condensed milk was used. The concern has paid fines to the amount of \$200 and is now operating on probation, revocation of its license being threatened if it offends again.

"But the greatest difficulty has been with the butchers. A great deal of decomposed meat was found, and meat treated with preservatives, while the shops were in a filthy condition. At the fish stands men would dip into pickle barrels with their hands, while corned beef and pork were never taken out with a fork. In crowded shops meat was exposed where people coughed, sneezed and expectorated.

"Fruit stands and delicatessen shops were found to need more inspection than the grocery stores. In one delicatessen shop a dirty child was found puddling in a bowl of stew."

Farmers' Market in Florence

FLORENCE, S. C., May 10, 1915.

UNDER the auspices of the Chamber of Commerce and the Housewives League, a most successful curb market has been established in Florence. On the opening day the farmers sold out practically everything they had, the rush for chickens and eggs, suggesting a bargain sale in a dry-goods store.

The farmers, who have heretofore been hauling their goods through the streets and hunting for customers, were delighted. One of them reported to the Chamber of Commerce that a lot of odds and ends which he had gathered up about his place, without any idea that they would be of value, had netted him eleven dollars.

In addition to the usual lines of farm produce, the farmers were supplied with pickles, chow-chow and canned tomatoes put up by their daughters.

MRS. J. L. BARRINGER,
President Florence Housewives League.

May Lectures at Headquarters

[EDITOR'S NOTE.—We call the special attention of all our readers to the lectures now being given at the National Headquarters of the League. We cannot give you the programs in advance because they are arranged only from week to week; but the following will give you an idea of the character of the courses, and you can be sure of finding something equally good any day you are in town. The lectures are all absolutely free and many of them will give you information never before accessible to the housewife.]

Week beginning May 3.

Weekly Marketing Lesson. By P. Q. Foy.

"Good Health Through Simple Living." Diet talk by Dr. William H. Vail.

"The Soda Fountain." Lecture by Mary E. McOuat.

"Giving American Husbands a Square Deal." Lecture by Mrs. Thetta Quay Franks, author of "Efficiency in the Household."

"Food versus Drugs." Lecture by Dr. Alma Arnold. By request.

"How to Make None-Such Devil's Food." Demonstration by Mrs. Elizabeth G. French.

Award of Prizes in Cake Contest and a Display of Entries.

"One Way in which the Juniors Can Help to Make a City Beautiful." Talk to the Junior Housewives League by Mrs. M. W. Carmichael.

Week beginning May 10.

Weekly Marketing Lesson. By P. Q. Foy.

"Furnishing the Modern House." Lecture by Mildred Richardson Kelly. Illustrated with textiles and furniture.

"Selecting and Preparing Poultry and Game." Demonstration by Sidney H. Huff of the Certified Farms Company.

"Preparation of East Indian Curries." Demonstration by Kafaman Smile, chef of the Hotel Breslin.

"English Dainties for Afternoon Tea." Demonstration by Miss F. Brooks, of London.

"Experience with a Diet of Uncooked Foods." Lecture by Diana Belais.

"Candy-Making." Lesson for the Junior Housewives League by Emma Bossong.

Week beginning May 17.

Weekly Marketing Lesson. By P. Q. Foy.

Beef-Cutting Demonstration. By Theodore Carlewitz, of the Richard Webber Markets.

"How to Make and Bake an Orange Layer Cake." Demonstration by Mrs. J. R. Kiernan, winner of the first prize in the recent bread-making contest at Headquarters.

"The Making of Parker House Rolls, Buns, Cinnamon Rolls and Shamrocks." Demonstration by Mrs. L. W. Campbell.

"Preserving Eggs in the Home for Next Winter." Lecture by A. M. Pollard, of the Delaware Agricultural Experiment Station.

"Precautions to be Used Against the House Fly." Lecture by Dr. C. E. A. Winslow, of the State Board of Health.

"The Trouble-Making Fly." Lecture for the Junior Housewives League by Miss Diana Weinstein.

Week beginning May 24.

Weekly Marketing Lesson. By P. Q. Foy.

"A Home that is Ideal in Convenience and Beauty." Lecture by Mrs. Minerva B. T. Angel.

"Diet Reform in the Household." A story of personal experience by Mrs. Katherine Hanfstaengl.

"Novel Ways of Cooking Summer Vegetables." Demonstration by Mrs. Frank Ewald.

Rally Day for Contestants in the Cake Contest. Demonstration of cake-making by prize-winners.

"Puff Pastry Shells as a Basis for Tempting Summer Desserts." Demonstration by Miss F. Brooks.

"What to Carry in Your Lunch Basket When You Go on a School Picnic." Lesson for the Junior Housewives League by Emma Bossong.

The Housewife's Book Shelf

SOCIOLOGY FOR CONSUMERS, HOUSEWIFERY FOR GIRLS AND PSYCHOLOGY FOR PARENTS

Lower Living Costs in Cities. By Clyde Lyndon King, Ph. D., Assistant Professor of Political Science in the University of Pennsylvania. 355 pages. Price \$1.50. Published by D. Appleton and Company, New York.

A DEPRESSING picture of national inefficiency is presented in this book, which is part of the National Municipal League Series, and no very immediate hope of relief is held out; for relief can only come, we are told, through "long and toilsome processes of development." Nevertheless, the author admits that "in every American city countless forces are functioning joyfully" toward the realization of higher ideals.

"Urban living costs," says Dr. King, "are what we make them. To a large extent they are the result of community inefficiency. Minimum living costs, particularly in densely populated cities, must mean social foresight and social efficiency."

The root of our present troubles, the author finds in "the assumption that it is possible for the city resident to care for himself without coöperative action and community assistance, to the same extent that the farmer can care for himself; and that the problems of food supply and living costs are to be solved by the urban dweller in the same way as they have been solved by the country dweller. . . . In other words, we apply, through tradition and habit, the negative conceptions of government characteristic of the nineteenth century. The constructive far-sighted social point of view finds only an occasional expression and that a feeble one. The result is a city clapped hodge-podge together with the inevitable consequence of heavier living expenses for its every resident."

In the midst of our troubles Dr. King finds the work of "various leagues of housewives" an important ameliorating influence.

"As nine-tenths of the retail buying is done by women, such organizations," he

says, "have been and ever will be of inestimable social value, if they do nothing more than they have done—make and keep the housewife conscious of her power. While human nature is human, the retailer cannot be the only source of information open to the housewife, if she is to buy economically and reliably. The Housewives League will do yeoman service to every consumer if it but continues to cry out abuses and extortionate prices.

"High retailing costs will continue as long as there is ignorant and careless purchasing. The final solution for the elimination of abuses must ever be careful and intelligent buying. The best laws, the most virile inspection, the most careful price-fixing can never reach their maximum usefulness until every housewife is a law-expositor and price-fixer. The women of our great middle class spend nine-tenths of the total family income. Why train men to produce if women are to ignorantly or carelessly waste what men earn? As the old proverb has it, many a day laborer's wife 'throws more out of the back door with a spoon than her husband can bring in the front door with a shovel.'

"The spending of nine out of every ten dollars of the family income is left to the untrained wife. In her helplessness she turns the job over to the grocer's clerk and the counter girl. When she is an efficient purchaser the family income will not only be conserved but in effect increased."

A Second Course in Homemaking. By Mabel Hyde Kittredge, President of the Association of Practical Housekeeping Centers of New York City. 249 pages. Illustrated. Price 80 cents post-paid.

THIS book is a sequel to "Practical Homemaking," by the same author. Fifteen years ago Miss Kittredge became convinced of the need of teaching girls and women how to keep house intelligently.

(Continued on page 11a)

THE HOUSEWIFE'S BOOK SHELF

(Continued from page 34)

gently in the surroundings to which they were accustomed. For this purpose she founded the Association of Practical Housekeeping Centers, in which the pupils learned by doing.

The work of the Association increased from year to year, and its method of teaching, which Miss Kittredge defines as "action with explanation interspersed—never explanation with action interspersed," has lately been adopted by the Board of Education of New York City. At the same time children from the schools are taught in several of the Association centers.

The need of a text-book for this instruction resulted in the preparation of "Practical Homemaking," designed for girls in their first year of domestic-science studies. The "Second Course in Homemaking" carries these studies a step farther, treating of such subjects as the preserving of fruits, the care and food of young children, household accounts and marketing. It also contains a complete course in laundry work and over two hundred recipes for inexpensive dishes.

Although presented in very simple language, the various subjects are comprehensively treated, and the book contains much that would be as useful to the older housekeeper as to her young sister.

Psychology and Parenthood. By H. Addington Bruce. 293 pages. Price \$1.25. Published by Dodd Mead & Company, New York.

THIS book presents to parents in a practical and non-technical way the gist of the vast discoveries in the realm of child nature which modern psychologists, doctors and educators have made. These discoveries, the author points out, bring to light many defects in the more or less traditional methods by which we have heretofore trained our children; but at the same time he believes that they point the way to a system of education whereby seeming impossibilities may be attained.

In the light of these discoveries Prof. Bruce finds it "entirely feasible to develop mental and moral vigor in the mass of mankind to an astonishing degree," while genius itself appears to him a thing that can be cultivated. That divine fire, which

(Continued on page 13a)



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THE HOUSEWIFE'S BOOK SHELF

(Continued from page 11a)

mortals have hitherto been inclined to regard as a gift of the gods, inexplicable either by heredity or environment he traces to the awakening in childhood of special aptitudes, and therewith an interest so intense that it spurs to incessant endeavor.

This interest seems usually to have been aroused accidentally, by favoring circumstances in the environment. But why, asks the author, should we not consciously shape the environment to bring out these special aptitudes.

From the standpoint of "Psychology and Parenthood," parental responsibility is evidently much greater than most parents suppose; but so also is parental opportunity.

Food: What It Is and Does. By Edith Greer. 251 pages. Illustrated. Price \$1.00. Published by Ginn and Company, Boston, New York, Chicago, London.

THE production of food and its preparation are among the oldest of human activities. Nevertheless, the discoveries of the last few years have made the subject practically a new one, the field having become so broad that many very intelligent persons despair of ever really knowing anything about it, while at the same time realizing that it is of the greatest importance that they should.

That the next generation may start better informed upon the subject than the present one is the object of "Food: What It Is and Does." At the same time the book makes a valuable work of reference for older readers. It is illustrated by numerous pictures, tables and charts, and a carefully prepared index enables the reader to turn immediately to any subject upon which information is desired.

Child Training as an Exact Science. By George W. Jacoby, M. D. 384 pages. Illustrated. Price \$1.50. Published by Funk and Wagnalls Company, New York and London.

WHILE pedagogy and medicine are distinctly separate fields of science, modern discoveries have shown them to be so intimately related that school physicians are considered as necessary as teachers in progressive communities. The school physician, however, is found only in the larger cities, and his rela-

(Continued on page 14a)



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THE HOUSEWIFE'S BOOK SHELF

(Continued from page 13a)

tions with the children are by no means so intimate as those of the teacher. A great need therefore exists, and probably always will exist, for the possession of a certain amount of medical knowledge by the teacher. To impart this knowledge is the aim of Dr. Jacoby's book, and he presents it to the public with the conviction that "many of the errors and severities of education will fade away, many an improper choice of life occupation will be avoided, and, consequently, many a psychic existence will be saved when pedagogy makes a more prominent study of the pathological conditions that influence the human body."

The Penlee Recipe Book. By Mrs. Annie A. Barnett. 232 pages. Price \$1.00. Published by G. Bell and Son, Ltd., London, and the MacMillan Company, New York.

THIS book contains a collection of recipes in use at Penlee, a vegetarian resort in England, and was compiled, the author states, at the request of its guests. In spite of the limitations of its subject the book presents a great variety of recipes, many of which ought to be as interesting to non-vegetarians as to those who have forsworn flesh foods.

Change of Address

READERS who expect to change their place of abode during the summer are asked to send in their new addresses as promptly as possible so that their magazine may not be lost or delayed in delivery. Addresses will be changed as often as desired. Address Circulation Department, Housewives League Magazine, 17 West 44th Street, New York City.

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Housewives League Magazine

OFFICIAL ORGAN OF THE HOUSEWIVES LEAGUE

A National Movement for the Federation of Housewives

VOLUME VI

JULY, 1915

NUMBER 1

MRS. JULIAN HEATH, Editor

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BONFIRE OF SHORT-MEASURE BUSHEL BASKETS SEIZED BY THE
NEW YORK CITY BUREAU OF WEIGHTS AND MEASURES.

HOUSEWIVES LEAGUE MAGAZINE

VOLUME VI

JULY, 1915

NUMBER 1

Safeguarding the Housewife's Purse

NEW YORK CITY INSTITUTES A CAMPAIGN FOR THE EDUCATION OF
BUYERS AND SELLERS IN THE USE OF WEIGHTS AND MEASURES

By JOSEPH HARTIGAN

Commissioner of the Mayor's Bureau of Weights and Measures.

“WEIGHTS AND MEASURES Week” was instituted by the Mayor's Bureau of Weights and Measures of the City of New York with a view to launching an educational campaign that would familiarize the people with their rights and duties as buyers and sellers. The “Week” was not a celebration, a ceremony, or a fete. It was, as it was planned to be, an educational programme.

The public engrossed in their daily pursuits, interested primarily in their respective individual affairs, are apt to take little interest in the laws that have been enacted for their benefit. Weights and measures to the average citizen mean nothing, and the subject to many is not a little boring.

Yet the continued economic disturbances in the United States and other countries make the correct measurement of commodities a matter of the utmost concern to every citizen, buyer and seller alike. Weights and measures go to the very bottom of the problem of the cost of living. It therefore becomes the imperative duty of weights-and-measures officials to unfold for public consideration the various activities with which they are engaged under the law.

Such officials, although charged with the responsibility of enforcing the laws, are, in the main, educators. The uncovering of the artifices and tricks employed by dishonest purveyors of merchandise is an important element of their work, but equally important is it that they should acquaint merchants and manu-

facturers with the requirements of the law, and show them how to comply with it, thus eliminating unintentional as well as intentional fraud.

In the City and State of New York, through legislation recently enacted, officials of the Department of Weights and Measures have the responsibility of dealing with all matters connected with the sale of commodities wherein false representations are made. Dishonest advertising, fake sales, and all forms of misrepresentation in the branding or marking of commodities come under the jurisdiction of such officials.

THE PUBLIC BECOMES INTERESTED.

SUPERVISION over weights and measures in this country began with the adoption of the Constitution of the United States, the standards of weights and measures being fixed by Congress. But until recent years there was little active inspection. The problem of the cost of living, however, awakened a lively interest in the subject, both on the part of officialdom and of the public.

One result of this aroused public opinion has been the enactment of Federal and State laws providing for the marking of containers with the quantity of their contents and the sale of all commodities in accordance with prescribed standards. In all these enactments it is evident that the law has outgrown its old maxim, *Caveat emptor*, “Let the buyer beware.” The State is no longer willing that the buyer should buy blindly, and in its modern enactments it

seems to say, "Let the seller beware."

Such laws are just as much in the interest of honest sellers, however, as of buyers, as the former are thereby protected from unscrupulous competition, and it is an interesting fact that representatives of the grocery trade of the United States joined with the State food officials in urging the passage of the present Federal Net Weight Law.

In the City of New York, Clement J. Driscoll, former Commissioner of

Weights and Measures, undertook pioneer work in bringing to the attention of the public certain wrongs practiced upon it, and laid the foundation for the activity which has since characterized the Department of Weights and Measures in the metropolis of the nation. His policy was continued by John L. Walsh, and the activity of both officials met with the enthusiastic approval of the people and of all others interested in honest weights and measures.

Under the administration of Mayor John Purroy Mitchel the present Commissioner was accorded extra discretionary powers in order to bring home to the people a closer and more intimate knowledge of what they were entitled to for their money.

"Weights and Measures Week" followed fourteen months of work of a semi-philanthropic nature in which the Mayor's Bureau of Weights and Measures assisted in a campaign against the high prices consequent on the European war, which certain dealers used as a pretext to raise prices.

Among its results was the formation of a Weights and Measures League, starting with a nucleus of 61,000 men and women, all of them consumers of some commodity which comes under the provisions of the law, and representing the merchant, manufacturing and purchasing classes. The purpose of this organization is not only to disseminate knowledge about the rights of the buyer, but to



Photograph by International News Service.

COMMISSIONER HARTIGAN EXAMINING LIVE POULTRY TO SEE IF THE CROPS ARE STUFFED.

stimulate confidence in honest merchants and eliminate that dishonest competition for which the consumer invariably pays.

Weights-and-measures officials cannot oversee every commercial transaction. The citizens must coöperate, and in the case of nearly all commodities purchased for the home, this means the housewife.

In the present generation the housewife is the business manager of the home, while the husband might be described as the paying teller of the concern. With his mind concentrated on his immediate business interests, he leaves the management of the business of the home to his wife, assuming that she is conducting it intelligently, and thus learns little of the art of buying.

WHERE THE REAL POWER LIES.

IT is to the housewife, therefore, that those charged with the enforcement of the law of weights and measures must look for effective help. She is the real Commissioner of Weights and Measures, and should be equipped with exact knowledge as to all matters pertaining to her rights as a purchaser. If she insists upon full value for her money, she will get it.

As Mrs. Julian Heath, president of the Housewives League, has said, "every housewife should be her own inspector." More official inspectors would no doubt be desirable, but every housewife can protect herself, not by needlessly interfering with and bothering honest merchants, but by seeing that her own purchases are accurately weighed and measured, and reporting the continuous practice of dishonest methods to the authorities.

The responsibility for the waste and leakage due to dishonest weights and measures rests equally upon the buyer and the seller. This waste is probably not as great as it is often estimated to be. There is no tangible basis upon which such estimates can be made, and the figures so glibly rolled up into millions by some assume an amount of ignorance on the part of the consumer and of dishonesty on the part of the mer-



Photograph by Brown Bros.

WHY THE HOUSEWIFE SHOULD HAVE
HER OWN SCALE.

chant which the present writer is unwilling to credit. Whatever the loss is, however, it is in the present times of economic stress too much.

Every housewife should not only have her own scale on which she can check her purchases, but she should learn to read the scale used by the merchant.

The old-fashioned counter scale, once in such common use, is disappearing, there being substituted for it what is known as the computing scale. This complicated mechanism performs two functions, that of indicating both quantity and value in terms of money and weight. It is of the utmost importance that the housewife should know how to read and understand this scale.

Of household scales there are many kinds, both good and bad. The cheaper ones are not sufficiently accurate for trade use, and in New York City must be labelled, "Not legal for use in trade." A legal scale may be bought for a comparatively small sum, however, and if properly treated, will keep in order for a long time.

An accurate scale is a difficult thing to make, particularly when it must be inexpensive and of small size, but in New York City the housewife need have no difficulty in finding a reliable one,

because the Bureau of Weights and Measures endorses such scales as it finds satisfactory and the mark of its approval can be found plainly recorded upon the article.

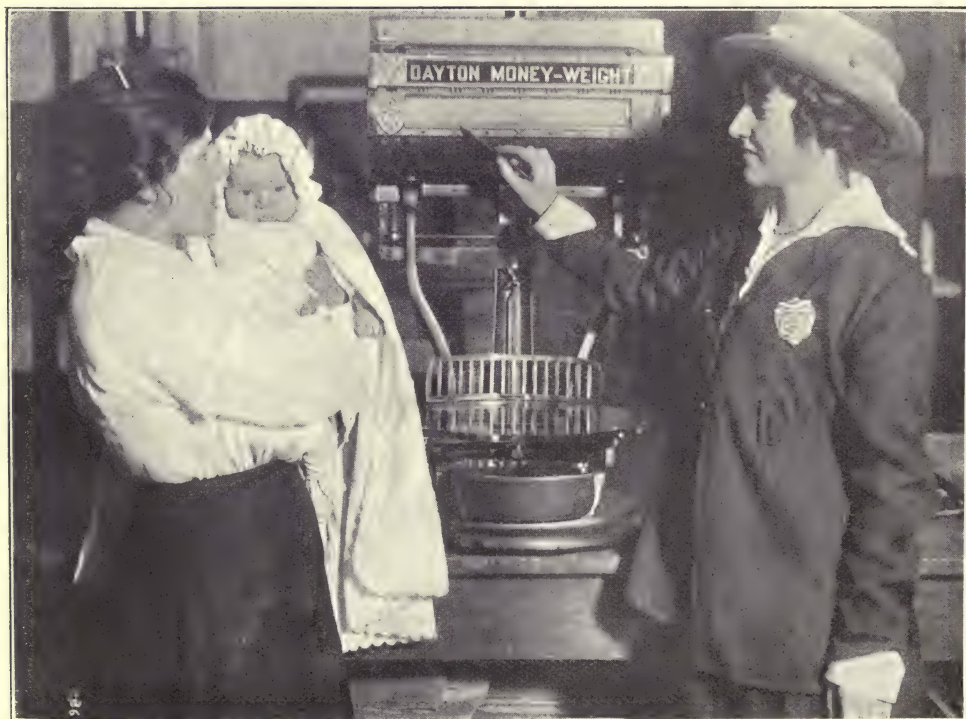
ONLY THE BEGINNING.

NOW that the ice has been broken the City of New York intends to make an annual affair of "Weights and Measures Week," and it should be an annual affair in every community in the United States. The programme can be arranged to meet the peculiar needs of the locality and both merchant and purchasing public should participate.

The matter should be taken up by every housewife. She should seek out the local weights-and-measures official, and encourage him to coöperate with the citizens of the community in forwarding the propaganda. Organizations like the Housewives League have peculiar and important responsibilities and can con-

tribute much toward the establishment of conditions which will make impossible many of the impositions now so commonly practiced in our economic life.

It may not be too much to hope that eventually the practical study of these subjects will be generally introduced into the curricula of our public schools. It is as important for a child to know how to buy as to know the capital of the State in which it resides, and no doubt it would find the actual problems of buying much more interesting than abstract problems in arithmetic. A child well informed on the subject of weights and measures will not only grow up to be a better buyer than the men and women of this generation, but a more careful and accurate seller. Develop in the child an appreciation of accuracy, and you will have, when that child grows to manhood or womanhood, a citizen possessed of a just consideration of the equities that arise between vendor and vendee.



Photograph by International News Service.

INSPECTOR OF THE BUREAU OF WEIGHTS AND MEASURES TEACHING A HOUSEWIFE HOW TO READ THE COMPUTING SCALE AT ONE OF THE LABORATORIES RECENTLY ESTABLISHED BY THE BUREAU OF WEIGHTS AND MEASURES.

An Experiment in Coöperation

A SUGGESTION FOR SUPERANNUATED CLERGYMEN
AND OTHERS

By CHARLES FRONEFIELD KLOSS.

WHEN I left home to attend the annual synod of our church in the fall of 1909, I was a very despondent man. My health had usually been excellent, but for some time it had not been so good. Upon consulting my physician, I learned that there was an organic weakness which made it imperative that I abandon the ministry. For thirty years I had served my church faithfully, and now, to make a complete change of occupation and plans created a prospect far from pleasing. I would have felt more hopeful and could have determined my course with greater ease had I been in a better financial position, but the necessity of providing for myself and family added much to my anxiety.

I had been brought up on a farm and, upon the completion of my college and theological course, had taken up mission work in one of our growing cities. For nearly half my ministry I had remained in that field. At no time in my life had I drawn a salary in excess of \$1,200, and for much of the time my income was considerably less. With difficulty I had been able to carry several thousand dollars of life insurance and had gradually acquired a moderate supply of household goods, but aside from this I had practically nothing.

The problem before me was: to find an occupation in which my health would permit me to engage, and sufficiently remunerative to meet my absolute needs.

On the opening day of synod while in conversation with a fellow clergyman, I learned that he was in a position almost identical with my own. He, too, on account of his health, would be compelled to quit the ministry in the near future and seek another occupation, without any business experience or reserve funds. Our peace of mind was not increased by discussing the matter with two of the brethren, somewhat older than

ourselves, who had been forced to give up their pastorates a few years previously and who since then had been eking out an existence by all manner of devices. Upon further inquiry, we found that fully a fourth of the ministers were contemplating the future with fear, and that the worn-out preacher had undoubtedly become a problem with the church.

The question was finally raised by one of our number: Could not the problem be solved by some form of coöperative enterprise? Could we not, by combining our energies and resources, conduct some business that would be both profitable and congenial? The idea appealed strongly to most of us, and after considering the matter for some time, three of the brethren decided to join with me in making an investigation and in working out a plan.

We realized that there were numerous difficulties in the way. Our age and health as well as our limited experience would, without doubt, be serious handicaps; and we feared that our lack of capital would be an unsurmountable obstacle.

It soon became evident to us that if we were to succeed in any coöperative movement, it would be necessary to increase somewhat the number of those interested. However, before making any effort to get others to join us, we thought it best that the original four should decide upon the line of business to be undertaken and should, in a measure at least, work out plans for its development.

We believed that early training and personal inclination should govern us in making a selection of a business; for in this way we would gain the advantage of whatever experience the members had had and would likewise secure a social and industrial life that would be satisfying and congenial.

Three of our number had been brought up on farms and were familiar with life and conditions there, while all four seemed satisfied to spend their declining years in the peaceful pursuits of agriculture. There were several drawbacks to farm life, however, that made us hesitate. We could not forget all the hardships and exposures we had experienced in the country in early life, and we realized that during the past thirty years we had become so accustomed to the comforts and conveniences of urban life that we should miss them much if deprived of them.

Much was to be said on the other side of the question, however. In the country the cost of living is reduced to a minimum, and the application of common sense and of a reasonable amount of labor are practically certain to yield the necessities of life. Fresh air and pure water can be had in abundance, and with reasonable care, life in the country will often build up a run-down constitution. We were convinced that if we could destroy some of the customary individualism of the farmer and coöperate with each other, we could eliminate much of the waste and secure many of the comforts of country life. Altogether, a co-operative farm seemed to meet our requirements most fully.

Our next step was to determine the kind of farming in which to engage. Extensive farming, in which the tracts of land are large and the profits derived in the main from grain and stock, we dismissed as impracticable because of the large capital required. Intensive farming and trucking we likewise rejected on account of the great amount of manual labor necessary. At first we were inclined to look with favor upon fruit-raising, but the length of time elapsing between the planting of trees and the securing of any considerable profit compelled us to avoid this form of agriculture.

We finally decided to centre our attention upon sheep and poultry, as these would require but a moderate amount of capital and labor and gave promise of the quickest returns.

Our next step was to increase the

number of members in our association. Each of the original four undertook a canvass of his district to discover clergymen who might be interested in our undertaking. As a result sixteen clergymen were added to our number, the selection being so made that there were now in our association ten members with families to support and ten without such responsibilities. The youngest member was forty years of age and the oldest was sixty-eight, but the majority were between fifty and sixty.

At a meeting to discuss plans, ways and means, we decided to incorporate a coöperative company with a capital of \$30,000 and to purchase a tract of about 2,500 acres of cheap land. We found that our members were able to subscribe for only \$18,000 of the proposed capital, but confidence was expressed that the remaining \$12,000 could be raised among friends.

A committee of three was appointed to secure incorporation and to locate a suitable tract of land. After making numerous inquiries and visiting several sections of the country, a satisfactory location was found. About ten years previous to this time a lumber company had cut the timber from a large tract of land on the eastern slope of the Alleghenies. At one point near the foot of this mountain lay a valley of about three thousand acres with a southeastern exposure. Fully three-fifths of this land was well set with second-growth timber, mostly oak and chestnut, with here and there a patch of pine. The remainder had been farmed at one time, but with the exception of about four hundred acres, it could not be tilled with profit. This inferior land would, in the opinion of the committee, make excellent land for pasture.

Within a few months, through the efforts of the members, subscriptions had been secured for the entire stock of the proposed company and considerable interest had been aroused among prominent agriculturists in the State. The company was duly incorporated as the Mountindale Coöperative Company, and control vested in a directorate of five

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men. Three of the directors were members of the association, the fourth was a prominent farmer in an adjoining county and the fifth a well-known business man of the State.

The land selected, together with three abandoned farms lying adjacent, was purchased for a little less than \$10,000. The complete tract was almost a parallelogram, a mile and a half broad and three miles long. It was surrounded on three sides by mountains and a stream of fine water ran through its entire length.

While laying out this tract for future development, we made certain decisions. We decided that about two thousand acres of the wooded portion should be set aside as a permanent forest reserve and park; that five hundred acres should be developed as a central farm; and that the remainder should be divided into ten small farms of about fifty acres each. To each of the small farms there was to be allotted a few acres of tillable land, the balance consisting of forest and pasture.

To develop this property and carry out the plans, the writer of this article was chosen superintendent and given charge of the actual work. I confess that I resigned my pastorate and accepted the responsibility with considerable trepidation. I was more or less familiar with various communistic enterprises of the past and knew of their unbroken record of failure, but, at this point, it was too late to turn back.

The first thing I did was to secure a competent engineer to make a complete survey of our tract and to designate those portions which would be most suitable for forest, grazing and tillage. The course of the stream was also indicated and elevations were taken at a number of points. We were informed that about a mile from the upper end of the tract there was an excellent reservoir site and that, with an investment of about \$6,000 a permanent water supply could be secured and an electric power plant installed which would yield us 150 horse-power during the winter months and 30 during the summer. As we regarded a good water supply of prime importance and cheap electricity for light, heat, and power of al-

most equal importance, we decided to make the investment.

While this plant was being constructed, the entire tract was laid out in farms according to the original plans. That portion which was to be tilled, or planted with fruit, was cleared of all underbrush and weeds, and a number of ditches were dug for drainage. We set aside as a park a narrow strip of land covering both banks of the stream and constructed a first-class road along the edge.

Before describing the property in detail I should give some account of the administrative force which we gradually assembled. From the very beginning we found it necessary to maintain a general store in which to handle our own supplies and such merchandise as was needed by the community.

Fortunately, one of our members had engaged in the mercantile business in his early life, so we turned this department over to him. Another member with considerable mechanical ability secured a position as assistant to the engineers who were installing our water and electric plants. A third member, who had been interested in forestry and horticulture for many years, was given charge of our timber tract and of the planting of trees. A fourth was employed in the various building operations, while a fifth proved valuable as paymaster and bookkeeper.

There was one position, however, that we felt could not be filled competently by any of the members. It was that of superintendent of the central farm. We were all of the opinion that this position required a young, vigorous man, and that a thorough training in an agricultural college was essential. After considerable search such a man was found. He was thirty-two years of age, a graduate of a State college of agriculture, had had eight years of practical experience, and was regarded as an excellent authority on dairying. We had to pay him \$1,800 a year and keep for himself and family. Some of the members thought that such a high-priced man was an extravagance, but time has demonstrated the wisdom of our course.

Now, to describe the central farm buildings. The house, two stories in

height, was built of cement blocks in the shape of a large E, and was divided into twenty-four rooms. In the centre were five rooms for the use of the superintendent of the farm and his family. One wing was used by the various employees, while in the other were accommodations for the ten members of the association who were without families. A large barn was erected, capable of sheltering forty cows and fifteen head of horses, as well as all necessary farm implements. To complete our equipment we built a thoroughly sanitary dairy and piggery and a number of smaller structures. Adjoining these farm buildings, a store and post-office building was erected, also a combined carpenter and blacksmith shop.

Up to this time none of the members had been provided with homes or employment, with the exception of the five who were acting as assistants. The small farms had been cleared of underbrush and four acres of each were planted in fruit, but none were occupied.

An appraisalment was now made of the farms and each of the married members was permitted to make his selection. The purchasers, with the assistance of the company's architect, adopted plans for their buildings and let the contracts. It had been agreed that all the buildings erected should be with the architect's approval, and of uniform style, though not of uniform design. The bungalow style was adopted, and the houses were built of cement with tile roofs.

The average cost of the houses was \$1,200, while the barn and extra buildings increased the expense to about \$1,800. Arrangements were made with a trust company in a near-by city to place loans on the farms, if necessary, for an amount equal to the cost of the buildings, taking as security a first mortgage, bearing interest at five per cent. In case a member was unable to pay the purchase price of the land, the coöperative company advanced the remainder, securing itself with a second mortgage and with the stock in its own company held by that member. By this financial arrangement any member could immedi-

ately get possession of his farm and home, and all the funds required would be about \$300 for a small flock of sheep and chickens.

Probably the system and organization can be given best by taking up each part of the scheme and describing it separately. I shall begin with one of the small farms. In all important respects this description will apply to any one of the ten. This farm consists of twenty acres of wood-lot, about the same amount of pasture land, four acres of orchard and five acres of good tillable land. The buildings, lawn, and vegetable garden occupy about two more. The wood-lot, pasture and orchard are in one field and are enclosed with a high poultry fence, and the entire forty acres are used as a pasture and runway for the sheep and poultry. In the winter this farmer keeps about thirty head of sheep and two hundred and fifty chickens, but during the summer he increases the number of sheep to about sixty and the chickens to nearly a thousand. These are the only animals kept on the farm and are practically the only source of income. The five acres of tillable land are devoted entirely to vegetables for home use and to fodder and green food for the sheep and chickens. No horses or large farm implements are owned by the small farmer, since these can be hired from the central farm as needed.

Many practical farmers are inclined to criticize our methods because we keep no cows or pigs on these farms. Our reason for not keeping cows is twofold. First, because they require a great deal of care and attention from a strong man each day, while sheep and chickens can frequently be cared for for a week at a stretch by women and children. In the second place, we believe that dairying, to be carried on successfully, demands a considerable plant and a rather large investment, both of which are impractical for us on our small farms. Moreover, since the central farm supplies the members with the best grade of milk and all dairy products at extremely reasonable prices, the main object in keeping a single cow or small herd is removed. With regard to pigs, the situation is very sim-

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ilar. No suitable food is raised on the small farms, and all the scraps from the kitchen are fed to the chickens.

Probably the best way to describe the operations on these small farms is to give the financial statement of a typical farmer for the year 1913.

RECEIPTS.	
From lambs and wool	\$341.77
" poultry	270.19
" eggs	611.20
" vegetables, fruit	43.55
" dividend on ten shares of stock Mountaindale Coöperative Co.	50.00
Total	1,316.71
EXPENDITURES.	
Feed for sheep, chickens	\$148.40
Fences, repairs	42.67
Hire of labor, horses, tools	51.50
All household expenses	449.31
Taxes, insurance	166.14
Travel, recreation	72.24
Charity, religion	62.50
Interest on mortgage (\$1,600)	80.00
Total	1,072.76
Surplus	243.95

Now, to describe the house on the small farm. This is the home, the refuge and retreat, the goal we kept before us in all our planning. It contains five rooms and a bath. It has an abundant supply of good water, a telephone, electric lights, and something of which very few houses in the city can boast, namely, electric heat. The central water-power plant has developed sufficient power to furnish not only light and power but also all the heat required for ordinary purposes. The only non-electric heat in the house is from a range in the kitchen and from an open grate in the living room, both of which use wood secured from the wood-lot on the farm.

Every morning the central farm and store makes a delivery of any merchandise, milk, ice, or meat, that may be desired; and once a week collects and delivers laundry.

One of the most important features of our scheme is the central farm. It consists of about 100 acres of timber land, 150 acres of pasture, and 250 acres of good tillable land. On this farm dairying is of chief importance. Aside from about ten acres reserved for raising vegetable, all the tillable land is devoted

to hay, alfalfa, corn, and feed of special value to the dairyman. Everything raised on the central farm is either fed to the stock, or sold to the members, on the small farms, as feed for their sheep and poultry. From six to ten men are constantly employed and from twelve to fifteen horses; these and the farm implements may be hired at any time by members of the Association. About thirty head of cattle and sixty hogs are fattened annually, thus insuring a constant supply of fresh meat.

That the central farm has been a financial success, is shown by the following record for the year 1913.

RECEIPTS.	
Sale of dairy products	\$2,584.32
" " feed	1,490.61
" " dressed beef	929.07
" " pork	1,013.20
" " ice	188.40
Hire of horses, tools, men	554.50
Board of ten members, visitors	2,672.25
Laundry	221.85
Total	9,654.20
EXPENDITURES.	
Labor	\$2,588.98
Breeding stock	435.00
Repairs	400.68
Groceries, kitchen supplies	1,234.20
Farm machinery	320.75
Water, light, heat, power	1,458.46
Superintendent	1,800.00
Total	8,238.07
Net profit	1,416.13

You will recall that one wing of the house on the central farm was set aside as a home for the ten members without families. For each of these a comfortable, well-furnished room and bath is provided, at a cost, including board and laundry, of five dollars per week.

From the start it was our aim to provide some suitable employment for each of these members. The superintendent of the farm employs one as assistant, and two of the more active men have charge of the company store and post-office, while another has supervision of the carpenter and blacksmith shop where all kinds of repair work is done in wood and iron. The care and operation of the water and power plant is in the hands of two other members.

The expense of conducting this last-

named plant is so low that it is possible to sell electric current to the members at a rate of two cents per kilowatt hour. This price explains why it is practical to heat our houses largely by electricity. I know your public-utilities man in the city will declare that this is not a sound business proposition; but our experience demonstrates that where there is an intelligent adjustment of a public service to the needs of a community, there is a much larger use and a more stable return on the investment. Even at our exceptionally low rates our water and power departments show a net profit of more than fifteen per cent.

We have at all times given much attention to the wooded portion of our land, both to preserve our water-shed and to maintain a constant supply of lumber. Two of our members, who were especially interested in the subject, were placed in charge of all the timber land of the company, and appropriations have been made annually for its development. Our first step was to remove all the dead and worthless trees, cutting them into firewood, or sawing them into lumber at a small mill which we installed. We then cleared a fire lane around the entire tract to ward off the forest fires which are so destructive in this section. On all bare or thinly wooded portions trees are gradually being planted, principally such varieties as are of practical value on a farm.

One thing more must be described: the park. The land which immediately surrounds the reservoir, and a narrow strip on both banks of the stream throughout its course, has been set aside as a public park. It has been placed in charge of one of the members who devotes all his time to beautifying and improving it. When we purchased this tract it was renowned for its beauty, but with the care given and the improvements made during the past three years, it has become a most delightful spot. All the houses face on this park and the roadway is included in it through its entire course. The stream has been thoroughly stocked with trout, and in one of the secluded portions a "swimmin' hole" has been made that would delight the heart of any boy.

I have described our plan and its development as briefly as possible. It is quite evident that pleasant, comfortable homes have been provided for our members with almost ideal surroundings, but the question naturally arises: has the undertaking as a whole been a financial success. To answer that question I submit the following abridged statement of the Mountindale Coöperative Company for the year 1913.

NET RECEIPTS.

Central farm	\$1,416.13
Store	856.11
Carpenter and blacksmith shop....	232.90
Water, light, heat and power	1,224.34
Total	3,729.48

EXPENSES.

Taxes and insurance	\$256.78
Appropriation to forest department.	750.00
Appropriation to park and road ...	750.00
Office expenses	189.54
Total	1,946.32
Net profit	1,783.16
Dividend on stock (\$30,000) 5%....	1,500.00
Surplus	283.16

In passing judgment upon our undertaking, it must be borne in mind that our scheme was not launched as a money-making proposition, but was developed with the hope of securing a comfortable living amid pleasant surroundings for those who found themselves, late in life, handicapped in the struggle for existence.

We have accomplished our purpose. Instead of becoming objects of charity for our friends and the church, and instead of suffering all the vicissitudes of old age in want, we have preserved our independence and have provided a measure of comfort for our declining years, far in excess of any reasonable hope.

[EDITOR'S NOTE.—In presenting this picture of an agricultural Utopia we wish to state that it is not a record of actual experience. While not true as a whole, however, the author assures us that many of the details have been successfully worked out in actual coöperative enterprises. Members of the Housewives League, who have given considerable attention to the subject of coöperation, will find much food for thought in the story. The dreams of to-day are the realities of to-morrow.]



Photograph by Jessie Tarbox Beals.

PRETTY, CONVENIENT AND INEXPENSIVE KITCHEN, POSSIBLE TO ANY WOMAN WHO HAS A SUBURBAN OR COUNTRY HOME.

Kitchen Color Schemes

THERE IS NO REASON WHY THE ROOMS IN WHICH OUR FOOD IS PREPARED SHOULD NOT BE MADE PLEASING TO THE EYE

By LOUISE LAMPREY

EVERY woman likes a pretty kitchen, whether she expects to work there herself or not; but not every woman knows just how to go about it to have one. There is a psychological effect about a quaint, cheery, livable kitchen which has a subtle influence on all the rest of the house. It pays.

Every one who has seen the English kitchen, roomy, old-fashioned, comfortable, with its chintzes and brass and copper and pewter and its flowers in the window, knows that this is one secret of the content of well-trained English maids who use this room for a sitting-

room. It is possible to secure just as pretty and homey a room with American furniture and fabrics, including enameled-ware pots and pans, and, incidentally, it is a good deal less work to keep the place clean. Copper and pewter are beautiful to look at, but the thought of polishing such quantities of it as are used in Europe would make an American housewife want to lie down and die.

The sole idea on kitchens possessed by the average furnisher is to get a blue-and-white effect with a neutral-colored wall; such a kitchen, while it does match the white and blue of the enameled-ware,

is about as inspiring and interesting as skim-milk. You cannot get a live color scheme with only two colors, particularly if one of them is blue.

To begin with, of course, decide on the kitchen ware. It is just as easy and far more satisfactory to have it all in one color as to pick up a gray piece here, a white one there, a mottled blue or brown somewhere else, and have at last a collection that looks like a crazy quilt. White is rather prettier, and can be had in more shapes and sizes, than most of the fancy colors, but the agate-grays are pretty, and so are the mottled blue-and-white enameled-ware sets with white linings. The point is to decide on your color scheme and stick to it.

If you are going to have all white with blue rims, steer toward a kitchen like the Norwegian tavern's, with funny little bright-flowered motifs. For the glass-doored cupboard you can have one of the bright oiled papers that come for bath-room windows, using it on the inside of the doors part way up, or on the upper half; or you can put bright chintz, or deep green, or blue washable material, behind the glass of the upper door, so that the upper shelves may be used for things not ornamental without loss of effect.

Dark woodwork in a weathered-oak or fumed-oak shade is harmonious with such a kitchen, and easy to keep clean; and when it is relieved with bright colors it looks as cheerful as white paint. The walls can be a warm gray, or a creamy buff. They should not be white. Then, to bring out the blue and white of your enameled-ware, put a cushion of old blue in the kitchen rocker, and if you have the little straight chairs of the Shaker type, which are very kitcheny and pretty, the frames can be either dark blue or deep green.

The floor should not be a dingy wood color, or a delicate blue and white. One never looks clean because it is the color of dirt, and the other because every foot-mark shows; white tile is also open to the latter objection. It is well to remember that a strongly contrasted pattern looks clean, sometimes even when it is not; that is why mediaeval builders used

for the floor of their much-trodden entrance hall a black-and-white checker-board pattern of marble blocks. A checkerboard black-and-white linoleum, the blocks about two inches square, is good for a kitchen; so is a green-and-white or red-and-white pattern of the same sort.

A color much used in English kitchens is a deep green like that of midsummer leaves; they have kitchen ware, curtain stuff and furniture of this color. There is nothing prettier for a kitchen window than a deep green shade, suggesting foliage, but of the olive-green, not the blue-green shades. It has this objection, however, that for ventilation the kitchen window should be kept always lowered at the top, and this means the shade rolled up tight, or flapping in the wind, or obstructing ventilation.

To get around this difficulty use the English type of curtain. Make a valance eighteen inches or so deep, to suit the window, and run it right across the window on a light rod, or a string. Under this put your real curtain-rod and hang two widths of the stuff on that, sliding on rings and reaching a little below the sill. If the curtains are mainly for decorative purposes, they may be very narrow, hardly more than meeting when drawn, and pushed back, ordinarily, to frame the window.

The valance makes a perfect ventilator. Old-fashioned kitchens had one tacked along the front of the mantel over the range, for the same purpose, and it aids the fire to "draw" just as a hood over the range does. It should be of gay cretonne or chintz, not to catch fire easily, though there is really small danger of that.

Suppose, then, we have a green-and-white, black-and-white or green-red-and-white linoleum in a simple tile-like pattern of straight lines, and deep green curtains at the windows, and in the window pots of red geranium, chives, and herbs—plants always do well in the moist warm air of a kitchen. The woodwork may be white or deep green. The kitchen table may be covered with white oilcloth, or it can be one of those fascinating laundry tables whose top tilts back to make a little settee with a box seat. For

KITCHEN COLOR SCHEMES

chairs have the cheap splint-bottom ones, with red or green painted frames like those the Shakers make. Then all the snowy, well-scrubbed whiteness of the kitchen ware will be good to look at, and the kitchen a place to delight a painter. And none of it will be "fussy," expensive or inconvenient.

The same scheme will go equally well with gray enameled ware, but in that case it would be well to use more white in either the woodwork or the furniture. If your kitchen ware is white it will show up better against a shadowy background. If it is mottled gray, or blue, or brown, it ought rather to blend with the background and be set off by bright bits of color. White is a high light and effective as such; the neutral colors are not.

The ideal wall-covering for a kitchen is kalsomine or some sort of washable dull-surfaced paint; most of the washable papers and oilcloths are open to the objection that they are glossy and reflect the light, and that means uncon-

scious eye-strain, which results in temper-strain. But kalsomine is more costly than whitewash, and therefore the glaring white wall is often seen where it need not be.

One way to dodge this is to employ a good whitewasher and get him to put some yellowish buff or other desired col-

or into the whitewash, just enough to take off the glare of the white. In a room as small as the average kitchen it is perfectly possible to get an evenly colored wall in this way at the least expense.

A kitchen mantel is a nice thing to have, if kept decorative and not allowed to degenerate into a catch-all, and it sets a sort of standard for the room. If

there is one over the range, one effective way to treat it is to paint it and all the woodwork round the range dead black, put a frill of gay-flowered red-and-buff chintz round the edge, and set on it the kitchen clock, a pair of brass candlesticks, a brass matchholder, and a little brown or deep green earthen pitcher, tea-pot or jam jar.



Photograph by Jessie Tarbox Beals.

ANY APARTMENT KITCHEN MIGHT BE ARRANGED IN THIS WAY. NOTE THE ENGLISH CURTAINS.

New Ways With Summer Vegetables

BY SKILLFUL COOKERY FAMILIAR AND HOMELY
FLAVORS MAY BE COMPLETELY ALTERED

By CORA EWALD.

Address given at the Headquarters of the National Housewives League.

I AM not a scientific cook. I have learned to cook simply because I loved to cook, and have gradually picked up some knowledge of the subject from reading, observation, and experience, accompanied by some failures.

Two or three general principles have emerged from my experience in the cookery of vegetables. One is that all vegetables, no matter how fresh, are improved by throwing them into cold water for half an hour before cooking. Another is that most vegetables are improved by a little sugar in the water they are boiled in. Even to beets I add a little sugar.

No vegetable should ever be boiled rapidly, and some vegetables can be cooked to great advantage without water, except what may drip from them after the freshening water has been poured off. You can have no idea how much better peas and carrots are when cooked in this way. People who will not eat carrots ordinarily, enjoy them when cooked, without water, and I believe they are really very good for you.

Cooking without water means careful watching and the addition of a tablespoonful of water if the vegetables dry off too much. I never use a double boiler for the purpose, but I have a cast-iron top for my gas stove which distributes the heat from the burners, just as it is distributed in the coal or wood range. Without this you have to use an asbestos mat, or the simmerer.

A great many of my dishes are original with myself, and one of the fascinations of cooking lies in working out original combinations.

I never heard of boiling radishes before I tried it myself, but the result was delightful, besides giving a pleasant little surprise to my family and friends. Other people, I believe, cook the large

white Japanese radish, but it is the common little red radish that I cook.

RADISHES A LA EWALD.

FOR four or five people I get half a dozen bunches. You can buy them at this time of the year at five cents for three bunches and sometimes at a cent a bunch; so you see boiled radishes are not an expensive dish.

I prepare them in the usual way, without peeling, and boil them with a little salt and half a teaspoonful of sugar for about half an hour. If they are larger they will require a little more cooking, but it is best not to use the larger ones, as they are apt to be a little strong. When the radishes are very soft pour off all the water, except about a tablespoonful, and add half a cupful of milk. Simmer for about five minutes so that the radishes may absorb some of the milk, but take care not to let them boil. Then add a little butter—from a teaspoonful to a tablespoonful—salt and paprika, and thicken with flour or cornstarch. The sauce and the radishes are pink, and with a little parsley sprinkled over them when served, you get a very pretty and novel dish. The radishes taste something like kohlrabi, but milder, and are delicious if you like things of that sort.* You can serve them on rounds of toast, or on individual plates, or in a vegetable dish. The last way is the best, if you have to wash your own dishes.

I use carrots as a vegetable only in summer, when they are young and tender, and for four people I would get five or six bunches. Cut them in tiny cubes and freshen them for about one-

*Mrs. Ewald put some radishes on to cook when she began her talk, and at its close they were ready to be served to the audience, which pronounced them delicious.

half to one hour in cold water. Then pour off the water and put in about two tablespoonfuls of butter, half a teaspoonful of sugar, and a little salt. Put them where they will not boil, but simply simmer and absorb the butter and sugar. Watch them carefully and if you see that they are going dry, add a tablespoonful of water. After they have cooked about twenty minutes you will find that a little gravy has formed in the bottom of the saucepan. Sprinkle into this a little flour—not enough to really thicken it, but just enough to make the juice adhere to the little cubes. You can mix peas with carrots if you want to and cook them together in the same way.

THE TRANSFORMATION OF THE TURNIP.

IF you have carrots left over from yesterday—say just a few spoonfuls—a very easy and dainty way of utilizing them is to serve them in turnip cups. Take little white turnips and scoop out the inside with a teaspoon. Then boil them for twenty minutes in salted water or until tender, but not too soft. Cream the carrots and fill the cups. You can serve them just this way, if you like, or you can sprinkle bread crumbs on top, add a dab of butter and brown in the oven. Either way you have a very attractive dish for luncheon or an entree, and as different as possible from mashed turnips.

I have never tried carrot timbales, but a friend of mine tells me they are delicious. Cook the carrots until tender and put them through a collander. Add salt, pepper, half a grated onion and a tablespoonful of milk. Beat up lightly and put into greased custard cups. Set the cups in a pan of hot water and bake for twenty minutes. Then loosen the sides with a knife and turn them out on a plate. Serve with cream sauce and garnish with peas if you like.

THE POSSIBILITIES OF STRINGED BEANS.

STRINGED beans can be served in a great variety of ways but most housewives do not seem to know any way but boiling. I usually boil enough for two days and then serve the left-over ones in some different style. To

boil them I cut them in three pieces with two slanting strokes of the knife, after stringing and freshening for half an hour in cold water. I then throw them into boiling salted water, cook for five minutes quickly, and simmer for three-quarters of an hour. I serve them with cream sauce or with butter and salt. A tiny pinch of soda will keep the beans green, but I hesitate to recommend it, as it is very easy to get in too much. If you want to use the soda, remember to take only the tiniest pinch.

A dish not very well known in this country, but common in Germany is a combination of beans, potatoes and onions. If you have two or three boiled potatoes left over, or a corresponding quantity of mashed ones, this is a good way to use them up. Cook the beans as usual, or use left-over ones if you have them, and mash the potatoes, if they are not already mashed. Then fry a medium-sized onion nice and brown, with two slices of bacon cut into bits, and mix all with the beans, seasoning with salt and pepper.

Another unusual dish combines beans with eggs and Parmesan cheese. Put the cooked beans in a pan with about two tablespoonfuls of butter, a teaspoonful of chopped parsley, and a little chopped onion, with a tablespoonful of broth, gravy or water, just to keep the other ingredients from drying out. Simmer slowly for a few minutes, and before taking from the fire, add one or two eggs well beaten, with the juice of a lemon and a little water. In winter when eggs are expensive, one will do, but in summer you might use two. Grate in a little Parmesan cheese, or Roman cheese. I prefer Roman cheese which is the sort the Italians use for their spaghetti. You can buy it in Italian shops. It is very hard, but grates easily. Stir the ingredients together and simmer until well blended. Don't allow them to boil, or the eggs will get too hard.

A little tomato makes an agreeable addition to green beans. After the beans have been washed and freshened, put them, while still wet, into a dish with two tablespoonfuls of chopped onion and parsley, and a little salt and pepper. Cook

very slowly, and as the moisture dries off add a tablespoonful of tomatoes, either canned or stewed.

Here is a recipe for using up left-over beans which I am rather proud of. It is entirely original with me and makes a great dish. I had a few beans left over one day from the night before and three or four green peppers. I took the seeds and the white veins out of the peppers, as these are the parts that make them so hot. Then I cut the peppers into very small pieces, and in case they might still be too strong, I cooked them for five or six minutes in boiling water. Then I cut up a medium-sized onion and fried it with the peppers in oil until all was nice and brown. You can use butter if you want to, but oil is cheaper and I find it very good. I mixed the beans with the onion and peppers and also put in three tiny new potatoes which I had left over, cut into tiny bits. Then I prepared an egg dish, and as I had some meat left over, I didn't have to buy a single thing for my dinner that day.

BEETS CAN BE SERVED IN MANY WAYS.

BEETS, like carrots, I only use when they are young and tender. In winter they are so hard that it takes hours and hours to boil them. Young beets will cook in three-quarters of an hour. I freshen them, of course, before boiling, and then I add a little sugar, but no salt.

For winter use I can my beets. After cooking and peeling, I put them in pint or quart jars and put them in a boiler with a rack in the bottom. I put on the rubbers and the covers, but do not screw them down, and cook for about three-quarters of an hour after the water begins to boil. When I take them out I have a kettle of boiling water ready to fill up the jars to overflowing in case they need it. The covers are then tightened at once.

Beets, like beans, can be served in a great many different ways. Fried beets are fine and look very pretty when sprinkled with parsley. Choose cooked beets of medium size and slice them when cold, dip the slices first in egg, and then in bread crumbs, fry in butter or oil and when finished sprinkle with parsley. The slices should be about half an inch thick.

The egg I beat with about a tablespoonful of water. It goes further that way and doesn't stick to the dish.

You can cook yellow turnips in the same way as the beets, and they will taste entirely different from ordinary mashed turnips.

For beet soup, scrape the skin from four raw beets, grate them into a pint of water and cook slowly for twenty minutes. Put a teaspoonful of butter in a frying-pan and fry a sliced onion in it until it is soft, but not brown. Put a quart of milk in a double boiler with a bay leaf, and a little mace, and add the beets. Moisten a tablespoonful of cornstarch with cold water and stir it into the mixture. When hot add salt and pepper and cook until creamy; then pass through a sieve.

Stuffed beets make a nice luncheon dish. Choose cooked beets of medium size and scoop out the centers with a teaspoon. Stuff with buttered bread crumbs, a minced green pepper, a little fried onion—just enough to give it a flavor—and a little parsley—just enough to give it a twang. Mix all together with a cream sauce, or put a little flour in the butter, in which case you will not need the sauce. Finish with a sprinkling of bread crumbs and a dab of butter and bake twenty minutes.

THE EVER-USEFUL TOMATO.

THERE are, of course, endless ways in which one can use tomatoes. I will give you only a few of them. If I am going to have plain stewed tomatoes, I simmer them for about half an hour, strain them and season with butter, salt and a little sugar, thickening with a little cornstarch or flour. Some housewives simply heat canned tomatoes and serve them that way, but they always taste raw to me unless they are thoroughly cooked. They always need a little sugar, too.

Tomatoes on the half shell are tomatoes cut in halves and served on rounds of toast. Lay the tomatoes skin side down in a pan and season with salt, pepper and a little sugar. Cook for three-quarters of an hour, or until soft, and place

HOUSEWIVES ADOPT NEW BADGE

on rounds of toast, pouring a cream sauce upon the toast, not on the tomatoes. You can flavor the sauce if you like with a little grated onion.

Tomatoes can be stuffed in all sorts of ways. If you have left-over meat in the ice-box, put it through a meat-chopper and mix with soft bread crumbs, salt, pepper and butter. Scoop out the center of the tomato and stuff with this mixture, finishing with bread crumbs. Put the pieces scooped out of the center around them, and bake until the bread crumbs are brown. Baste every five or six minutes with gravy, if you have it, or water with a little butter in it. Do not peel the tomatoes, as the skin holds them together.

A cupful of boiled rice will stuff five or six tomatoes. Add some chopped onion fried and a teaspoonful of minced parsley. Season with salt and pepper, mix with a little cream sauce and fill the tomatoes. Finish with bread crumbs and butter, and bake twenty or thirty minutes.

Corn, either canned or fresh from the cob, may be used to stuff tomatoes, and you can mix green peppers with it if you wish.

A very savory filling may be made

from raw chopped beef mixed with a bit of onion, parsley and melted butter, or bacon fat, all seasoned with salt and pepper. Fill the tomatoes with this mixture, sprinkle with bread crumbs, add a dab of butter and bake for about thirty minutes.

For frying, slice the tomatoes rather thick, about half an inch. Dip the slices in beaten egg and bread crumbs, or cracker dust, and fry like beets, or any other vegetable. Do not peel them, as the skin holds the slices together.

I always cook enough vegetables to last two days, preparing them in some different way the second day. It makes things easier when you have to do your own cooking, and it is easier for the servants if they do it.

In winter I cook potatoes for three days. It takes no longer than boiling a smaller quantity, and when you have a potato cooked in its jacket you have the foundation of most of the potato dishes. I do as much of my cooking as possible in the morning, and I prepare the Sunday meals on Saturday so that I will have nothing to do on Sunday but to reheat them.

Housewives Adopt New Badge

IN RESPONSE to a demand for a badge somewhat more ornamental than our blue and white button, the National Executive Committee has officially adopted a most attractive badge, which can be worn at all times and will be both useful and ornamental.



This does not mean that our new pin will in any way displace the "Housewives League Button," which is known the country over and has become so great a power. That will always be the button which we pin to our coats when we go to market. The more ornamental one is for afternoon and evening wear and is one that we can well be proud of.

The demand for a new button came

from a large number of our members, but it is to our energetic State Chairman of Minnesota, Mrs. D. W. MacCourt, that we are indebted for getting it so soon. She pressed so hard that the National Executive Committee simply had to do something at once.

The new pin is illustrated in the accompanying cut. The letters "N. H. L." are enamelled in black upon the gilt background, and the two indented circles at the edge are in blue and white, the well-known League colors.

The Committee has arranged with J. E. Caldwell & Co., No. 902 Chestnut St., Philadelphia, to supply these badges. They are made in gold and enamel, or bronze-gilt and enamel, the cost of the bronze-gilt being sixty cents, and of the gold (ten-carat) \$2.50. Both prices include parcel-post charges. Orders should be sent direct to the makers.

The Lure of the Bargain

THE MANIA FOR GETTING SOMETHING FOR NOTHING IS
EATING LIKE A CANKER INTO THE NATION'S BUSINESS

By J. J. KEANE.

“**W**HO influences the housewife to buy,” is a question which the management of a big Chicago newspaper asked in a recent letter to its readers.

“The dealer,” came back the answer in 55 per cent of the cases; “advertising,” said 36 per cent of the women; and “friends” wrote 6 per cent of the 30,927 persons who took the time to reply.

And yet the average consumer still seems to think that a bargain sale is instituted for her benefit, and that the dealer, whose ulterior motive in holding it is usually to sell customers enough inferior merchandise at an exorbitant profit to make up the loss in goods of known value, is unlikely to influence her to this end.

Be it understood that no objection is taken to legitimate bargains. Season-end sales to close out merchandise at a sacrifice because of changes in style; retailing below the usual selling price of goods because the containers have lost some of their original freshness, or because the goods are a little shopworn, though otherwise all right—such sales benefit the consumer and the retailer as well. The storekeeper makes room for new and more attractive goods; and the housewife economizes by buying out of season, or on account of some slight deterioration which she knows will not detract materially from the quality of the merchandise.

But if a merchant could sell most of his stock at cost, as advertisements in the daily press would lead you to believe, all the teachings of political economy would be false.

Advocates of price standardization, analyzing the motives back of this form of advertising and studying its results, find it to be, not a beneficence, but rather

a canker at the heart of legitimate business.

ABORIGINAL PRICE-CUTTERS.

THE Indians, it is said, were the original price-cutters. They sold the Island of Manhattan for a string of beads or something of that sort, but they went out of business not very long afterward; they don't appeal to us to-day as model types of business men.

While the predatory price-cutter of to-day is unwittingly convincing you that he has about the same amount of business acumen as the ignorant aborigines who first inhabited these shores, he is not at all in their class. They were honest and he is not.

At some period in life almost everyone becomes inoculated with the germ of the bargain mania. It is an affliction of the mind and causes short-sightedness. It makes the gullible consumer buy things she does not want, because an unprincipled advertiser tells her he is doing business for nothing, or giving merchandise away.

Let's see how far he could go with this policy—how far such a business beacon would guide his faltering steps down the lane of successful merchandising.

A grocer of 'more than thirty-five years' experience testifies that in 1880 it was possible to sell groceries on a total gross margin of 12½ per cent. To-day your grocer cannot do business without an overhead cost of from 15 per cent to 20 per cent—15 to 20 cents on the dollar. It costs the dry-goods store from 23 to 26 cents; the department store from 26 to 31 cents; while your jeweler spends 25 cents on every dollar for the cost of doing business.

HOW CAN HE DO IT?

A FAIR average of the overhead expenses quoted is 23 cents on a dollar, a figure which would be considered low in many big business houses. While

the manufacturer's price to jobbers and retailers varies widely with different products, a fair margin on merchandise of the best quality, worth—not said to be worth—but worth a dollar to you at retail, is $33\frac{1}{3}$ per cent. Take 23 cents off for overhead expenses and prithee tell how a retailer can sell an article worth a dollar at half price? He can't do it and stay in business.

"But," you argue, "he does not offer all his goods at cost, or 'way below cost,' just particular items which the thrifty housewife must watch for and procure on the days appointed."

Ah yes! In that reasoning lies the success of a pernicious system. Believe in this high-sounding doctrine of beneficence, and while the price-cutter winks at your cupidity, his clerks take in exorbitant profits by selling other merchandise which has no fixed standard of value and which you buy for the sake of convenience while in the store.

In every large retailing establishment there is a corps of trained specialists in advertising whose chief duty it is to get people into the store.

The method that proves successful nine times out of ten is the bargain sale. Usually the plan is to mark a well-known standard-priced article far below the customary selling price. Knowing the value of the goods, you gladly take advantage of the opportunity and go shopping early, because the advertisement warns that the supply is limited. Maybe you get what you want, and maybe you don't. More often the latter is the case. Sometimes the struggle to get into or out of a bargain-counter crowd is not worth the saving. The experience spoils the whole day.

Let us suppose you have been disappointed, that there are no more of the articles you hurried out for. Will this benevolent price-cutter see you leave his store without attempting to satisfy your needs? No! He deeply regrets that their stock of the particular make you wanted was so limited, but he has something "just as good."

"And really," he argues, "there is no necessity for paying so much for a name. We can sell our own brand at very much

less because we do not have to spend so much for advertising."

YOU DO NOT REFLECT.

YOU admit the logic of this assertion because you have an aggravated case of the bargain mania. You are too shortsighted to see that the man who advertises his gloves sells twenty-five pairs to the unknown dealer's one; and that to make a dollar the unknown manufacturer, of untried goods and no reputation to maintain, must sell four pairs at a profit of twenty-five cents, while the big producer, with a wide distribution, gained though national advertising, can give you ninety-six cents' worth of quality and get along on a four-cent profit. His unadvertised competitor can give only seventy-five cents' worth of value.

No other conclusion can be arrived at, if you consider the facts. Value cannot be produced without the expenditure of energy, time and money. When the consumer purchases an article she returns to the maker the cost of the article, plus a fair percentage of profit on his investment.

The predatory price-cutter does not get fair returns on the "leader" he uses as a "bait." He must get them by charging an exorbitant profit on something else. He has to live. Men are not in business for their health.

"Leaders" to catch trade in this way are changed as often as is necessary. When the smaller stores cease to carry a particular article because a big department store uses it as a "leader," it soon loses its value as an advertisement and something else is taken up. In some cases the producer of a meritorious article is ruined in this way. He loses at one stroke the fruits of his industry and honesty, the very success of which tempts the big store to use his staple as a leader and thus contributes to his downfall. This is a strong argument in favor of price standardization. Nobody is obliged to buy, but those who buy are protected if they do. The public loses faith in an article sold at a cut price because it creates the impression that the advertised price is unfair and that the goods are worth less.

It is not the honest bargain, but this kind of dishonest price-cutting which does the harm. It beats the retailer's margin of profit down to nothing and below, and this forces the smaller dealers to discontinue the sale of articles so affected. Thus the manufacturer's incentive to keep up his quality is destroyed, and the consumer is inconvenienced; instead of being able to procure a nationally advertised article wherever she happens to be, she has to go down town, spending time and money unnecessarily, or if she is a country dweller, she has to order it from town.

The price-cutting merchant, although he sometimes reaps a rich harvest from the credulity of the public, often becomes the victim of his own methods. To offset the losses on his bargains, he fills his establishment with cheap help. His store depreciates; errors are more and more frequent; you do not get the service and attention you are accustomed to; impolite clerks wait on you at their convenience; incompetent deliverymen mix or lose your orders; system wanes and the handwriting appears on the wall. The merchant endeavors to convince himself that by doing a large volume of business he is making money, but the inevitable at last happens and he fails.

THE TEST OF FACT.

THE mirage of something for nothing, or next to nothing, disappears before the acid test of fact; and business is builded, not on guess but on uncompromising facts and figures. Within five years the New York stores that have spent the largest sums of money on bargain advertising have been in financial difficulty, while those stores which have spent more modest sums to advertise quality goods without price comparison have gone on increasing in size, prestige and amount of business transacted. This should indicate that the theory of spending big sums to attract people to buy bargains is not a sound one.

How much better it would be for all concerned if competition in service rather than in price were the aim in trade. The standard uniform price will insure this. Under a system of standard prices on

standard articles, the bargain mania will have no terrors for the honest manufacturer who is putting the best he has into his product, sending it into your homes labeled with his name and trade-mark thus giving his own personal guarantee of satisfaction and quality. Pretended bargains cannot then work upon the consumer's cupidity, and blunt her intelligence to such an extent that she actually believes a nationally advertised product not worth its price, because somebody who is trading on the producer's good will lowers it for the purpose of furthering his own selfish ends.

Without facilities for nation-wide distribution we would have no national prosperity.

In colonial times a village was thought fortunate if it could boast of a shoemaker, a miller, a tailor and other artisans who could cater to the varying needs of the populace. But how many villages have them now? In scarcely any community will be found mercantile concerns of such varied kinds that the wants of its residents and those of the vicinity can be supplied. They are dependent upon manufacturers scattered throughout the entire country.

With the advent of canals, the navigation of inland rivers and finally the coming of the railroad, different parts of the country specialized in that to which they were best adapted. These are days of specialization in everything worth while, and our wonderful facilities for distribution not only enable us to supply every section of our own country much better than the local tradesmen ever did, but the markets of the world as well.

This marvellous advance is not going to be checked by the predatory price-cutters. For a time "leader" advertising may destroy the prestige of nationally advertised goods and prevent their distribution to some extent; it may cause thorns to be strewn in the pathway of the big producer, who is putting the best he has into his product; but in the end the fallacy of this mode of doing business will become apparent to the consumer and they will be swept from the unstable foundations of insincerity they have reared for themselves.

The Folly of Our Grain Laws

CONFLICTING REGULATIONS IMPOSE A BURDEN OF COST UPON MILLERS WHICH IS NECESSARILY PASSED ON TO THE CONSUMER

By A. P. HUSBAND,

Secretary Millers' National Federation.

Address before the National Food Trades Conference.

THERE is a very intimate relation between the regulation of the sale of grain products and the cost of living.

Flour millers and manufacturers of other cereal products do not pose as philanthropists. They engage in business to make money, and having immense sums of money invested, and being engaged in a business from which speculative features cannot be eliminated, it must be conceded that they are entitled to a just return for their investment and their labor. It is but natural that the manufacturer should protect his own interests first. Therefore the cost of unnecessary regulations must be paid ultimately by the consumer of his products.

For several years, and especially for the past two years, manufacturers, particularly of food commodities, have had to be on the defensive. There seems to have been inaugurated an era of regulatory legislation and investigation, so that instead of being devoted to the expansion of their enterprises, the best time and thought and ability of most manufacturers of food commodities have been devoted to protecting such business as they may have already succeeded in establishing.

PROSPECTS OF RELIEF.

SOME of the legislation proposed has had merit and held out to millers and grain men prospects of relief from some of the difficulties under which they labor. Notable among bills of this character was the Moss Grain Grades Bill introduced in the House during the last session of Congress. This bill provided for Federal supervision of the inspection and grading of all grain shipped in interstate commerce. Under its operation a miller or dealer buying No. 1 Northern wheat at

Duluth would have reasonable assurance that when it reached Chicago, Buffalo, or his own plant, it would grade No. 1 Northern. He has no such assurance to-day, as inspection and grading vary in the different markets.

Unfortunately the Moss Grain Grades Bill failed of passage by Congress, and the Pomerene Bill, regulating bills of lading, met the same fate. Under the terms of the latter, a bill of lading would be a definite, negotiable document at all times; to-day it has limitations that seriously affect the rights of the owner of property shipped under it.

Millers are subject to regulation on two commodities, flour and feed. The latter is a by-product and comprises about one-third of the output of a flour mill. On both flour and feed the miller is subject to regulation by the United States Department of Agriculture on interstate shipments, and by the various States into which he ships his products. On flour he is under regulations administered by the State Food Inspectors, while on feed the regulations are generally administered by Feed Control Departments, which are maintained, in many instances, by funds derived from a tax on the feed inspected.

The by-product, feed, is the cause of constant trouble to the miller doing an interstate business, because of the variety of laws and regulations that are in force in the various States.

THE PROBLEM OF SCREENINGS.

MANY of these difficulties arise from the necessity of disposing of screenings. These are composed of shrivelled, imperfect, or broken grains of wheat, seeds, etc., and are bought by the miller in the wheat. There are no laws, either

Federal or State, that compel the farmer to deliver clean wheat to the miller; the screenings are sold with the wheat at the prevailing price of wheat. As soon as it reaches the miller, however, it immediately becomes subject to regulation, and the miller cannot, without violation of the laws of most States, grind that wheat and sell the feed to the farmer, unless he indicates on the label that the feed contains the screenings which he bought from him.

The laws of most States require that the miller pay a license or registration fee before selling this feed.

A MEDLEY OF LAWS.

TO ILLUSTRATE: A miller whose plant was located at Chicago would consider the Southeast and East as the natural markets for his mill feed. If he ground his screenings with his feed (meaning the wheat as he received it), he would be compelled to pay a license fee of twenty-five dollars to the State of Illinois for each brand he expected to sell in that State.

If he has an inquiry from Indiana he must figure on an inspection fee of sixteen cents per ton for all feed sold in that State; he must buy tax tags, separate tags, which are sold only in five-dollar lots, or multiples thereof, being required for each grade. He must also file with the State authorities before January 1 a statement of all feed sold in the State during the preceding year.

In New Jersey he would be expected to pay an inspection fee of eight cents per ton, and make a report semi-annually on the amount shipped into the State.

New York requires that he pay an annual license fee of twenty-five dollars for each brand, and register same on January 1 of each year.

The regulations in Virginia demand that he pay an inspection fee of fifteen cents per ton.

These are typical of the regulations imposed. In the thirty-five States in which we are interested, hardly two have the same regulations.

The economical operation of any manufacturing plant contemplates as little handling of the product as possible. Based on this principle, the ideal method of

operation would be to have a label or form of branding acceptable to all States, use that form when the package is being packed, and then place it in stock. This is not possible with feed, as the miller must first know the destination of the package before it can be branded, and he must not only be thoroughly familiar with the requirements of each State, but must have on hand quantities of tax tags for use on feed that is intended to go into States having regulations providing for a tax to be paid in that manner.

WHO PAYS FOR IT?

TO CONDUCT a milling business under such conditions naturally requires more help of a higher grade than would be required if one standard form of regulation was in effect. The question naturally suggests itself: Who pays for the license fees, inspection taxes and the increased cost of conducting business?

I will say to you frankly, the miller does not. We have taken the position that where a miller is compelled to watch registration of his brands, purchase tags on the basis of fifteen cents (or more) per ton, and keep the accounts necessary to enable him to make reports to the State authorities at stated periods, he is quite justified in adding fifty cents a ton to the price he quotes for his feed; it is doubtful whether he can come out whole on that basis. He has the worry and bother of complying with these various regulations, and it is only right and proper that the added expense should be borne by the consumers in the States that tolerate such regulations.

The feed-control officials are quite aware that existing conditions should be improved. The National Association of Feed Control Officials appointed a committee a few years ago to draft a Uniform Feeding Stuffs Law. This committee conferred with manufacturers of feed, and drafted such a law, which was endorsed by the Association of Feed Control Officials, by the Millers' National Federation, as well as by the manufacturers of concentrated feeding stuffs. It was hoped that such a law would at once appeal to legislators, especially when supported by their State officials, but no

serious efforts seem to have been made to secure its passage.

In these days of unusually high prices for raw material consumers would do well to see to it that the laws and regulations of their respective States are not of such a character as to further increase the cost of standard food commodities, both for men and animals, without giving an adequate return in other ways than the places made for political purposes.

UNIFORMITY MEANS ECONOMY.

IT WOULD tend to true economy if the influence of consumers could be brought to bear toward securing the passage by all the States of the Uniform Feeding Stuffs Law. It makes no real difference to the miller or feed manufacturers whether an inspection tax is imposed on feed, providing there is uniformity in the amount of such tax and the method of its collection, but we submit that there is no justification for the great variety of regulations under which we are compelled to operate to-day.

A discussion of this subject at this time would not be complete without reference to the attempt made during the last session of Congress to repeal what is known as the Mixed Flour Law. This is part of the Spanish War Revenue Law of 1898, and provides that a miller or manufacturer who desires to sell wheat flour with which the product of any other grain has been mixed, shall take out a license from the Bureau of the Treasury, pay a tax of four cents per barrel, label his product so that the buyer will not be deceived, and report on the volume of such business at stated periods to the Bureau of Internal Revenue, the Bureau having access to his books and records at all times. It is known among millers as the Pure Flour Law.

Taking advantage of the demand for cheaper food, at that time so insistent, a number of bills were introduced into Congress during the last session providing for the repeal of this law, but action was deferred on the understanding that the matter would be considered at the next session.

To those of us who were in the flour-

milling business prior to 1898, the repeal of the Mixed Flour Law seems little short of a calamity. Previous to its enactment adulteration of wheat flour was very prevalent, and at one time threatened to kill our export trade. In the domestic trade the situation became so acute that the better class of flour millers formed what was known as the Anti-Adulteration League.

ADULTERATION CEASES.

WITHIN a short time after the enactment of the Mixed Flour Law adulteration of wheat flour ceased, and has been unknown for many years. To repeal this law would again let down the bars for those who desired to adulterate their flour with corn flour, mineraline, and other products which are cheaper and of less or no food value.

We asked the views of flour millers all over the country as to the wisdom of repealing the Mixed Flour Law, and we have replies from mills with a daily capacity of 275,000 barrels of wheat flour, protesting in the strongest terms against its repeal. We offer no objection whatever to the consumer mixing with his wheat flour anything he desires, but we do most earnestly protest against any action of Congress that would undoubtedly result in the adulteration of wheat flour with corn flour, cornstarch, or even mineral products, as was proved was being done when hearings on this subject were conducted prior to the passage of this Mixed Flour Law in 1898.

The subscribers to the Food Trades Conference have stood unalterably for a high standard of food products, and we appeal to you, with all the earnestness at our command, to watch bills that will be introduced in the next session of Congress looking to the repeal of the Mixed Flour Law. If this law is repealed, the housekeeper would at once lose confidence in the purity of wheat flour, a confidence which has been built up during past years by earnest, sincere efforts on the part of American millers to give the consumer of flour products the best and purest article that it is possible to produce. Help us to maintain that high standard.

Leaves From My Housekeeping Experience

A FEW THINGS THAT I HAVE LEARNED
ABOUT CATERING TO THE YOUNG PEOPLE

By RUTH GRIER

Of the Elizabeth (N. J.) Housewives League.

[EDITOR'S NOTE.—However much attention the members of the Housewives League may give to the larger housekeeping, they never forget the practical details of their own individual housekeeping. In fact, their interest in these matters is but intensified. The broadening and deepening of the profession of housekeeping is reviving among our members their old family recipes and bringing out the individual practical ideas which each housewife has, and which, possibly, her grandmother, or her great-grandmother, had before her. In order that you may have an opportunity to pass these ideas on to each other, we have opened this department in which we propose to publish each month the best ideas, or recipes, of some member of the League. All our readers are asked to contribute to this department. We want to hear from the North, the South, the East and the West. If you send your picture along with the ideas, so much the better, as we all want to become acquainted with each other.]

DURING the summer months, when the children are out of doors much of the time, with fresh air to stimulate their appetites and the company of other children to suggest what they do not think of themselves, most parents are confronted by the question: "How can I get the children out of the lollypop habit?"

Making sweets for them seems to be a large part of the answer. Children must have some sort of candy. Not only do their systems require a certain amount, but it is not humanly possible for a child not to want what he sees others have. If another child has a lollypop, or any kind of candy, he naturally asks: "Can I have some?"

Lollypops, or "all-day suckers," are popular because they last a long time, are highly flavored and can be held in the mouth while the child uses his hands.

Perhaps the thing that helped me most to get my boys out of the lollypop habit (for at times they still ask for them) is that one of them was made very sick from eating part of a (to him) very attractive-looking one. When it was taken away a substitute had to be given—which substitute happened to be the only sweet thing in the house, a piece of loaf sugar.

HOME-MADE LOLLYPOPS.

THEN a friend told me about making lollypops; so I proceeded to experiment with various kinds and with

satisfactory results, for the children like them.

Any butcher will give you half a dozen or more wooden skewers. For molasses lollypops I make old-fashioned molasses candy, pull it and cut in lollypop sizes, stick in a skewer, let it get thoroughly hard and wrap in paraffin paper. These are better made in cool weather than in the summer months, however.

Putting the paraffin paper on *à la* the store kind seems to make them more attractive to the little folks.

Chocolate, vanilla, or any desired flavor, can be added to the taffy.

Another variety of lollypops I make from a cupful of cane syrup, with a cupful of sugar, two tablespoonfuls of butter and an eighth of a teaspoonful of soda.

Boil the syrup and sugar together until it forms a firm ball when dropped in cold water. Then add the butter and soda, cook two or three minutes, and pour on a buttered dish. Pull as soon as it is cool enough, then cut into lollypops or kisses. These can be held in reserve for some days—if kept out of sight.

The children love plain loaf sugar, and one day I discovered I was giving them a real treat when I put a drop of vanilla on one piece and a drop of orange on another and handed it out as candy. It satisfied, for the time being, the craving for sweets. So I began to experi-

LEAVES FROM MY HOUSEKEEPING EXPERIENCE

ment. I melted some chocolate and with the sugar tongs rolled a lump of sugar in it. To help it harden I then rolled it in powdered sugar. This gives the bittersweet taste. Whenever I make cake frosting I dip a few pieces of sugar in the frosting and put them away for future use. Another good idea is to dip animal crackers into frosting.

POCKET-SIZE CAKES.

COOKIES are a necessity in the home where there are children, and what is better than a home-made cookie? Cookies and doughnuts fit in the pockets so well! One rather dreads making them because it takes so long to roll them out, but much to my joy not long ago I discovered I could make a splendid sugar cookie by dropping from a spoon and using only one egg.

The recipe calls for one cupful of lard and butter mixed, two cupfuls of sugar, two-thirds of a cupful of milk, one egg, a little grated nutmeg, three teaspoonfuls of baking powder and about five cupfuls of sifted flour. As an added attraction stick a nut or raisin on top of each cookie before putting them in the oven.

Molasses cookies can also be dropped from spoon. Doughnuts, too, or snowballs, as they are usually called when so made.

For molasses cookies use two cupfuls of molasses, three-quarters of a cupful of lard, a quarter of a teaspoonful of salt, three-quarters of a cupful of cold water, one teaspoonful of soda, and enough flour to mix soft. To make flaky mix the soda and molasses together until it foams, then add the other ingredients.

For snowball doughnuts use two eggs, two cupfuls of sugar, two cupfuls of milk, five cupfuls of flour, three teaspoonfuls of baking powder and half a teaspoonful of salt. Flavor to taste, and drop in hard lard from a teaspoon. The recipe makes about fifty-five or sixty doughnuts.

ENTERTAINING FOR THE YOUNG FOLKS.

IT seems to me we must begin a back-to-the-home movement; that is, get the boys and girls in the habit of entertaining their friends at home instead of

feeling they must go to the theatre, restaurant, or "movies."

There is nothing young people love better than to get possession of the kitchen and make things. I really think the boys like it as well as the girls do. Usually a maid will not object if the kitchen is left fairly clean afterwards.

I've never forgotten the first Halloween after I was married. We lived in a little apartment in New York. I'd been away from home a few years where we always had a Halloween party, so I wanted a party in my home. When I said to my husband, "I'm going to have an old-fashioned Halloween party and invite so and so," he was skeptical about having a successful party in a small six-room apartment. But I knew that even if they couldn't go down stairs backwards, etc., we could have fun; so I made my plans and went ahead.

We made pop-corn balls, molasses candy and fudge, dipped for apples and did a few other Halloween tricks. Then about a quarter to eleven we had refreshments. Everything was home-made, except the ice cream. I had one cake with the usual money, ring, thimble, and button in it.

Well, the party was a success. One young man, now a prominent physician in New York said: "We've had a splendid time to-night. Don't know when I've had such a good time. I've enjoyed the cooking we all did almost as much as the cakes and things you made."

I tell this as an illustration of what can be done in an apartment or "flat" and how much it is enjoyed. It's such a change from constantly thinking, "where shall we go—what shall we do," and much more restful.

It seems to be taken for granted that the boys should go to the girls' home, but the mother who has no girl can make her home so attractive that her boys will want to bring all their friends there, girls as well as boys.

As housewives we must not only know how to cook, but how to entertain and make home attractive to all, especially the young people. Besides making them happy, it gives the parents opportunities, which they could scarcely gain other-

wise, to meet and know the friends of their children.

TENTS ARE EASILY MADE.

OUR six-year-old boy was very anxious for a tent. I'm not particularly in favor of the enclosed tents, so we made an "A" tent. I bought seven yards of good unbleached muslin, cut it in halves and sewed it together lengthwise. Then I put a hem on all four sides and ran ropes through these by which it was pegged down at the corners. We put up two poles about four feet high, connecting them by a cross-piece, and over this frame we spread the muslin, pegging it at the corners.

It's a good-sized tent, cool and airy, and the boys have loads of fun in it. Oh yes; and there's a flag on one end of it. It really is a wonderful tent to all the small boys in the neighborhood. They all feel that they helped put it up. It's under a tree, and they have some

bricks and stones to build a fire place. Frequently, I have lunch out there with the boys, frying bacon, potatoes, eggs, and so forth.

It's a boy's nature to want to camp out and eat things cooked out doors. We pretend we are in the woods, or wherever the boys want to be.

This doesn't take a great deal of time, for I've found that although the children love to have their mother their chum, it's wise to leave them alone with their friends. I just start a game and then leave them to amuse themselves; in other words, to use their own ingenuity. Even if your own children act naturally, other children are not their natural selves when older people are around.

Of course living in a large city is a somewhat different proposition because one has to go to the parks, but even then a mother can be her children's chum.

Our Campaign for Clean Flour

WHILE most people relax their activities to some extent in summer, those of us who are interested in any sort of propaganda have discovered that the season offers valuable opportunities for sowing good seed.

To many of us it means a change of residence, and to most it brings change of scene of some kind. In either case we come in contact with new circles of people to whom we can carry whatever message we have upon our souls.

Although we have now been carrying on our campaign for clean flour for a year and a half, there are still many persons who have not heard of it, and to whom the perfectly obvious fact that flour protected only by a thin porous covering cannot be clean has not occurred.

You will doubtless meet a good many of these people during the summer, and it will require no very great amount of exertion on your part to tell them something about the contaminations to which the staff of life is exposed, and the measures which should be taken for its protection.

You may have to buy your flour from a new grocer during the summer months, and if you explain to him the advantages of paper over cloth as a container for this delicate and easily contaminated foodstuff, he will doubtless be glad to order his future supplies delivered in the sanitary package; for all progressive grocers are not only willing but anxious to adopt any sanitary device that does not increase their expenses.

Let every housewife do her part during the summer, and the campaign for clean flour may make great strides before the vacation season ends.

Remember always that flour can only be clean if packed in a rope paper bag, or a cloth bag with an impervious paper lining.

The old-style unprotected cotton bag is both unsanitary and wasteful. It can neither keep what is inside in, nor what is outside out. Its open meshes permit the dirt to enter and contaminate the contents, and also allow the latter to sift out.

Do You Read Labels?

Domestic science teachers and food authorities are urging the housewife to carefully read the labels on all food articles to distinguish healthful foods from those which may be deleterious.

High-grade baking powders are made of pure cream of tartar, derived from grapes. Royal Baking Powder is a type of the highest grade. It is pure and healthful beyond any question.

The low-grade baking powders are made from alum, a mineral acid salt. Most physicians condemn their use in food.

Consumers can learn the character of the baking powder by carefully reading the label on the can, which must state whether the contents include cream of tartar, alum or phosphate.

ROYAL BAKING POWDER CO.

New York

NEWS FROM THE FIELD

Vicious Milk Bills Defeated in Minnesota

HOUSEWIVES SUCCESSFULLY RESIST DETERMINED ATTEMPTS TO LOWER STANDARDS

[EDITOR'S NOTE.—This month Minnesota must be linked with Texas and Rhode Island as a banner State. You have not heard much from Minnesota of late; but we know that business has been going on there just as usual. We are proud to publish the reports that now reach us, and congratulate the housewives of Minnesota in their truly noble achievement. We also congratulate each and every member of this great organization on having such a strong link as Minnesota in the middle West.]

ST. PAUL, June 3, 1915.

THE most important thing which the Housewives League of Minnesota has accomplished this year has been the killing of three bad milk bills.

One of these, popularly designated the Blue Milk Bill, would have lowered the required percentage of butterfat in milk from three and a quarter to three per cent. It was the third bill of the kind introduced into the State Legislature and passed the Senate by a unanimous vote. It also had the support of the State Dairy and Food Commissioner, who, at a meeting of the St. Paul housewives, argued that the proposed lowering of the standard would make little practical difference.

A second bill introduced later was practically a variation of the above, as it would have permitted the selling of any kind of milk so long as it bore a label showing how much butterfat it contained. This measure

applied to all the cities and villages in the State and provided that they should not pass any ordinance in conflict with it.

A third bill proposed to legalize the treatment of milk and cream with lime

water so that putrid cream might be used for butter-making.

We found that these bills were wholly in the interests of the large dealers and dairymen, and in nowise would help the great mass of the farmers, nor the consumer. The small dairymen, in fact, protested loudly against the Blue Milk Bills, arguing that if they passed, the big dealers would still insist on a high percentage of butterfat from the producer, but would remove some of the cream before passing the milk on to the consumer.

The legal minimum of butterfat in milk used to be three and one-half per cent. and was reduced to three and one-quarter at the instance of certain trade interests. There is no excuse whatever for putting



MRS. T. H. JOHNSON.

Chairman Dairy and Food Committee of the St. Paul Housewives League.

the standard any lower. Our milk is none too good at present and we find that dairy herds can sell milk at a profit at the present standard. Herds which regularly list below it should not be encouraged. Even Holsteins easily produce milk of the present standard.

A recent test by a St. Paul milk company showed a butterfat content of 3.7 in the milk of a dairyman who was loud in his demand for a reduction of the butterfat requirement, his herd being Holstein.

As to lime water in the milk and cream, Minnesota heads the list of "best-butter" States. There are in Minnesota eight hundred creameries. The quality of butter depends on how they handle their cream and milk. If carelessly handled and shipped for a long distance, it becomes sour, sometimes putrid, and that is where the lime water comes in handy.

Butter made from cream thus treated is an inferior article. This inferior butter, if the firm making it has the capital to do so, can be shipped to eastern markets and

command the highest price, as it is supposed to be worth it, coming from the "best-butter" State. We, as a State, have now an enviable reputation as butter-makers. The housewives mean to sustain it by refusing to allow the use of neutralizers.

Now that we have won our fight in the Legislature I think we housewives of Minnesota should continue this investigation further and see why the farmer sells his milk at twelve to fourteen cents per gallon while the consumer pays thirty-three cents per gallon. There is a big margin there, and we feel that the farmer, to say nothing of ourselves, is not, for some reason, being treated fairly.

We just wish fair play. We are all willing to pay a good price for these commodities, but we want what we are entitled to, with a reasonable profit to the producer.

MRS. T. H. JOHNSON,
*Chairman Dairy and Food Committee,
St. Paul Housewives League.*

The Milk Fight in Minneapolis

MINNEAPOLIS, June 9, 1915.

WE knew nothing about the attempt that was being made to lower our milk standards until we discovered that a bill, presented by Senator George Sullivan and providing for the reduction of the butterfat requirement, had been passed by the Senate without a dissenting vote and had been favorably reported by the Dairy Committee of the House.

At once lobbyists were put to work and every member of the House was interviewed. We found that the bill had passed the Senate because it had the endorsement of a well-known university professor, and that its chief supporters were the breeders of Holstein cattle.

Senator Sullivan, seeing the effort that was being made to kill the bill, introduced another which permitted milk of any grade whatever to be sold, if it bore a label stating the amount of butterfat it contained. This was really a Blue Milk Bill in different guise, and we worked

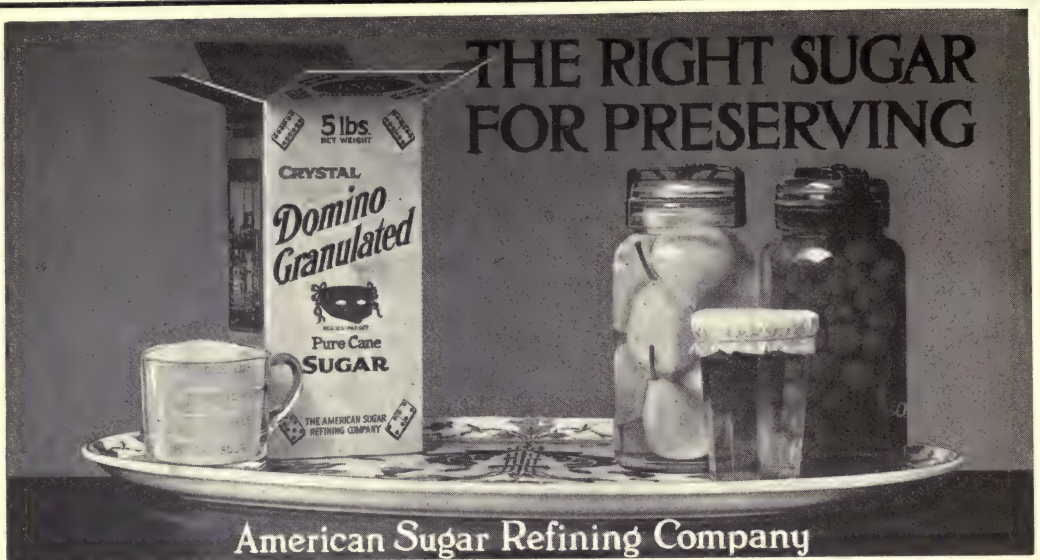
harder than ever against both Sullivan bills.

A mass meeting was called in the Mayor's Reception Room in the Minneapolis Court House. Over three hundred citizens—dairymen, housewives, and representatives of various clubs and organizations—attended, and a vigorous resolution against the Blue Milk Bills was passed.

A second mass meeting was called by the Minneapolis Civic League at which speakers on both sides appeared.

A petition was circulated in every section and ward of Minneapolis and sent to the Legislature, and newspapers of both St. Paul and Minneapolis gave us their full support. The country newspapers also took the matter up. Editorials were written and letters sent to the Legislature by hundreds.

The Minneapolis and St. Paul *News* printed coupons which readers signed and sent to the Legislature by thousands and



The Housewife Takes No Chances When Preserving With This Sugar

Because it is refined only from cane sugar.

Because the carton keeps it clean—no impurities to cloud your syrup.

Because the carton keeps it dry—no moisture to make your jellies “ropy.”

Because its fine and even granulation insures quick dissolving—no settling in your kettle and scorching.

Because the guaranteed weight means easy, accurate measuring—no guesswork, no fussing with scales.

*Mail us the top of a carton for free assortment
of 100 fruit labels, gummed for your jars.*

American Sugar Refining Company
New York

thousands in protest against the Blue Milk Bills.

In calling attention to these coupons, and urging its readers to sign them, the *News* printed under a triple-column heading, the following statements by Dr. J. Frank Corbett of the medical faculty of the State University:

"If either the original Sullivan 'Blue Milk Bill' or the Sullivan substitute, which is just as bad, is passed, it will condemn to death or life-long disease, ten per cent. of our babies that otherwise would become healthy men and women!

"It will make dwarfed, deformed children.

"It will make men and women of the future incapable of great or prolonged effort.

"It will mean that our children will have stomachs so weak they will not be able properly to perform their functions.

"It will mean children with bent legs and brittle bones.

"Every child that is fed milk deficient in butterfat—and I should certainly say that milk with only three per cent. of butterfat is deficient—is given over to a dozen ailments that might be otherwise avoided, and is made less able to protect itself against the diseases it ordinarily meets with."

Then Senator Van Hoven thought we were so busy watching Senator Sullivan

that we would not think of him, so he introduced a bill to legalize the use of lime water in milk and cream, but was finally persuaded to withdraw it.

The methods resorted to to push these bills in favor of a few cattlemen who wanted to keep low-grade cattle, were really remarkable. On one occasion the editor of a large farm paper called me up in great haste to say he had made a great discovery about the Blue Milk Bills and wanted my help. The discovery proved to be that if we would let the bills pass we would be honored (?) by having our names recorded as the authors. The honor (?) did not appeal to us, and the gentleman was very much put out by our lack of appreciation.

After weeks of the hardest lobbying we ever did, two big mass meetings and a tremendous amount of letter-writing, the original Blue Milk was killed, failing to secure a single vote in the Legislature when it came up for final action. The second bill was withdrawn by Mr. Sullivan rather than have it meet the fate of the first. The State of Minnesota owes much to the Housewives League for the work it did in killing these bills.

MRS. CHARLES C. NEALE,
Chairman Legislative Com. Minneapolis Housewives League and Home Economics Com. Fifth District Minnesota Federation of Women's Clubs.

Coöperative Buying in New Brunswick

NEW BRUNSWICK, N. J.,
June 12, 1915.

DURING the past year the housewives of New Brunswick have considerably extended their system of coöperative buying. For some time we have been buying coffee, tea, and olive oil coöperatively, but this year we have added potatoes, apples, honey, maple syrup, oranges, grapefruit, cherries, canned goods, hams, bacon and lard.

Most of the canned goods and all the hams, bacon and lard were ordered through one of our local merchants, an arrangement which we found very satis-

factory. Canned tomatoes, beets, lima beans, wax beans and pears were bought from an excellent cannery in South Jersey, and we were well satisfied both as to price and quality. The other things came directly from the importer, grower and farmer, with pleasing results.

Our regular fall and spring inspections of bakeries, ice-cream and candy factories were made as usual. This work is done under the direct supervision of the Department of Labor. One of the Department inspectors accompanies our inspector, and in this way results are obtained which would otherwise be impossible.

Our League has taken an active part in the legislative work of the State. Several times we have been represented before the Judiciary Committee of the House, and at other times we saw that our representatives in the Legislature were advised by letter as to our wishes regarding the various bills in which we were interested.

We have had the pleasure of listening to addresses from our State Chairman, Mrs. W. F. Osler; the Director of the New Jersey Agricultural and Experi-

ment Station, Dr. J. G. Lipman; Prof. A. L. Clark of the same Station; and representatives of the State Department of Weights and Measures and of our local Grange. The Extension Department of the Agricultural Station also arranged a series of demonstrations on cooking during holiday week. These were largely attended and much appreciated.

EDITH DESHLER,
*President of the New Brunswick
Housewives League.*

Buffalo Women Want Better Markets

BUFFALO, June 10, 1915.

FOR several years the Housewives League of Buffalo has been fighting for better markets, but with little result, so far as these places of exchange are concerned.

If the markets have not changed, public opinion has, however, and there is now hope of better things. The Health Board has issued a report on the subject which is more severely condemnatory than even the housewives have been, and the newspapers are demanding that the work on the Broadway Market, which is now in process of reconstruction, shall be done in accordance with the best modern ideas. We have had a lesson on the folly of leaving these things to the unadvised wisdom of the city authorities, in our new Chippewa Market, which was so badly planned as to render the proper protection of food practically impossible.

This market is not as bad as the others, but I do not feel justified in using any form of the adjective good in speaking of it. It has no system of ventilation, and in winter quantities of food are shut up in a small stall which contains a gas stove and the dealer. A system of refrigeration for the meat stalls was recently completed, but no provision whatever has been made for the stalls where perishable vegetables and fruit are kept. In summer all of these foods, and in addition much baked stuff are exposed to contamination by dust, flies

and the dirty hands of customers. A few glass cupboards and screens that are to be seen in the market were put in by individual owners and not by the city. In all of our four markets food is sold which has been exposed to contamination by flies, dust, and animals and the touch of dirty and perhaps diseased hands.

In the Elk Street Market, where wholesale transactions are carried on, defective paving and walls crumbling with age combine with inadequate equipment to create a condition that is a menace to the city.

To the vast majority of our people this indescribably dirty market is only a name and they are unaware of the fact that the food which they buy from their own scrupulously clean grocers was purchased there.

All our markets are on the East Side and entirely inaccessible to large districts of the city.

Commenting upon the situation the *Buffalo News* says:

"The markets are conducted for the public good—to many humble families they spell a reduction in the high cost of living—and as municipal enterprises they ought to be perfect. The city ought to furnish an example of proper merchandising conditions.

"There is no reason why the present condition should exist, because in other cities the market problem seems to have been solved. The markets in those

places are, first of all, properly constructed. Next, they are capably managed.

"The Housewives League for several years has been carrying this fight on single-handed and it is no discredit to the leaders of that organization, but

rather to the city officials who have not heeded the warning sounded, that conditions on the markets to-day are more intolerable than ever."

WINIFRED HURRELL,
President Buffalo Housewives League.

June Lectures at Headquarters

[EDITOR'S NOTE.—We call the special attention of all our readers to the lectures and demonstrations now being given at the National Headquarters of the League. We cannot give you the programs in advance because they are arranged only from week to week; but the following will give you an idea of the character of the courses. The lectures will be continued all summer, and as the following program shows, will be specially adapted to summer needs. All housewives who remain in town or who visit the city during the summer are invited to take advantage of these opportunities.]

Summer Desserts. Demonstration of strawberry sponge, Bavarian creams, and snow pudding by Miss Emma G. Bossong.

Tempting Dishes for Invalids. Demonstration by Mrs. C. A. Fol, trained nurse.

Reception to Housewives. At the Hotel Majestic. This reception was given by the Majestic in recognition of the remarkable work the Housewives League has done for American homes. A special feature of the occasion was a demonstration of the boning of a shad by the chef. Afterwards there was tea, music and dancing.

Food for School Children. Address to mothers by Dr. Benno Hyams of the New York City Health Department.

What Girls Should Know about Marketing. Address to the Junior Housewives League by Mrs. E. V. S. Chamberlin.

Refreshments for Informal Entertaining. Suggestions as to menus, quantities and cost by a hostess of large experience.

When it Pays to Make Over. A practical wardrobe talk by Mrs. Elizabeth Lee.

Cooking Summer Vegetables. Demonstration by Mrs. Frank Ewald.

How to Keep Well. A diet talk by Dr. William Vail.

Old-Fashioned Strawberry Short Cake. Demonstration by Mrs. L. M. Campbell.

Ornamental Dishes. Demonstration for the Junior Housewives League by Miss Bossong.

The Science of Canning Vegetables. First

of a series of four lectures on canning and preserving, by Miss Bossong.

Jelly Roll Sponge Cake. Demonstration by Mrs. B. Walters.

An Educational Lunch Room. Talk by Dr. Charles F. Balduan on the new restaurant of the New York City Board of Health, in which the menus are scientifically balanced and the fuel and building value of each food is listed.

Fruit Drinks for Summer. Demonstration of fruitades, fruit punches, milk shakes, mint beverages and malted drinks by Miss Anna L. Gunst.

Labor-Saving in Summer. Practical talk to housewives by Mrs. Sarah West.

The Trouble-Making Fly. Illustrated talk to the Junior Housewives League by Miss Dina Weinstein.

Second Canning Lesson. Demonstration by Miss Bossong.

Attractive Ways of Preparing Fish. Demonstration by Miss M. E. Manning.

Iced Tea and Coffee. Demonstration by Miss Bossong.

Summer Drinks. Demonstration for the Junior Housewives League by Miss Bossong, with preliminary talk on "The Soda Fountain" by Miss M. E. McQuat.

Jelly Making. Third lesson in Canning and Preserving by Miss Bossong.

Arranging the Apartment for Summer. Lecture by Mrs. T. B. Richards.

The Housewife's Book Shelf

A CHEERFUL VIEW OF OUR PRESENT ECONOMIC TROUBLES FINANCE AND SCIENCE FOR THE YOUNG

The Cost of Living. By Walter E. Clark, Professor of Political Science in the College of the City of New York. 168 pages. Price 50 cents. Published by A. C. McClurg & Company, Chicago.

THIS little book takes a rather more cheerful view of our present economic troubles than do most works on that subject. Rising prices are not altogether an evil, Dr. Clark points out, and in point of fact have been to millions of the nation a great blessing.

"The rising-price period has been," he says, "one of great gain to farmers, gardeners, fishermen and lumbermen who are owning producers. Fifteen years ago a mortgage blanket lay over the whole Mississippi Valley. A generation of homesteaders seemed so hopelessly in debt that the electorate very nearly revolutionized the nation's monetary system, moved, in no small part, to this decision by eloquent appeals in behalf of farmer debtors.

"To-day those mortgages hang on the walls of new farm houses, framed as mementoes of pioneering hardships. The banks in the great farming districts have enormous deposits to the credit of the farmers. New houses, new barns, better stock, the latest labor-saving machines evidence prosperity. An increasing proportion of the farm work is being done by power machinery. Some of the villages of wheat farmers in the Upper Mississippi Valley boast a larger number of automobiles owned in proportion to their populations than any of the large cities.

"The past eighteen years of rising prices have been a happy period for the owning producers of the United States. And when it is remembered that they, with their employees and dependents, constitute nearly half of the nation's population, their growing prosperity will be seen to be a very great gain for the nation."

The great wage-earning class tend to

be losers in a period of rising prices, the author says. Yet even they have some compensation when wages fail to rise as rapidly as prices. The loss in wages may be offset by greater steadiness of employment, since a prolonged period of rising prices stimulates business. They also gain by the general stimulus to social betterment given by unaccustomed economic pressure.

Dr. Clark fails to find any sufficient reason for supposing that prices are going to go on rising considerably for any great length of time. "It is entirely within the possibilities of the case," he says, "that prices may rise more and more slowly until not many years ahead will see the culmination of this rising-price epoch."

The book is an addition to the National Social Science Series edited by Frank L. McVey, President of the University of North Dakota.

The Use of Money. By Edwin A. Kirkpatrick. 226 pages. Price \$1.00. Published by The Bobbs-Merrill Company, Indianapolis.

PARENTS have always had more or less trouble in the financial training of their children; and have succeeded so imperfectly that the proneness of heirs apparent to make away with their patrimony before they succeed to it has been a favorite theme with novelists from the beginning of that species of literature to the present day.

In these days the problem grows more, rather than less difficult, because the processes of human industry have become so complicated that great numbers of children have no opportunity to observe the relation between money and the labor that it represents.

In many homes the children easily gain the notion that anything they want, or that is required for the maintenance of the household, can be secured by telephoning for it. Those who spend the

(Continued on page 48)



BETWEEN US—

every ounce of "Pillsbury's Best" is real flour—rich in food-value, uniform in quality and never bleached. Don't bother with second-best flour with its vexations and disappointments, but buy "Pillsbury's Best" and make the kind of bread your folks can't get enough of. Get—

"PILLSBURY'S BEST"

(Continued from page 46)



You Are the Purchasing Agent of Your Home

You aim to give your family milk that is absolutely clean and pure.

Not only must milk be pure when it enters the bottle, but it must stay clean and pure until it is poured out at home.

A sure and effective way of sealing milk from collection of dust and germs is by

The San Lac Seal

The old fashioned cap is a germ-trap and the method of removing it gathers still more impurities.

The San Lac Seal is simply and easily removed without muss or dirt.

The part of the cap that is used for a finger-hold does not touch the milk. It extends over the inner cap and thus prevents contamination or the gathering of germs.

Use the coupon below for a sample of the San Lac Seal.

The Pa Pro Company

Makers of Paper Products

Lowville, New York

THE PA PRO COMPANY,
Lowville, New York.

Please send me samples of the San Lac Seal.

Name

Address

Milkman's Name

His Address

funds of the household ordinarily do not produce them, and in the city children usually do not come in contact with the breadwinners of the family while the latter are exerting themselves to earn the money which pays the bills. In earlier days children lived much closer to the parent who was working to secure money, and had some opportunity to gain experience which enabled them to interpret a dollar in terms of work.

While the sources of money have thus receded from the sight of the rising generation, its importance has increased. In more primitive times man produced many of the things he needed for himself. Now he has to buy them with money. Hence an urgent need for the more intelligent financial training for the young.

To meet this need is the purpose of "The Use of Money." The work is the "outcome," the author says, "of experience, observation, and investigation, as a parent, citizen and educator, and is intended to be useful to these various classes of persons."

The book is part of the "Childhood and Youth Series," edited by M. V. O'Shea, Professor of Education in the University of Wisconsin.

How Man Conquered Nature. By Minnie J. Reynolds. 249 pages. Illustrated. Price 40 cents. Published by the Macmillan Company, New York.

THIS little book might almost have been called "How Woman Conquered Nature" so largely does the feminine element predominate in its pages. Mrs. Reynolds tells us how the wild woman of the forest laid the foundations of civilization, while her mate hunted and fought, playing an immensely important role in primitive society, but one which was destined to pass away, while that of the woman endured.

Out of soapstone, the only stone which could have been used for the purpose, primitive woman fashioned, with infinite labor and pains, the first cooking pots. She cured the hides of the animals which the man had killed for food, and without knife or scissors, she cut the tough leather to make clothing for her family, sewing the pieces together with a needle

THE HOUSEWIFE'S BOOK SHELF

of bone threaded with fibre. Upon her single shoulders she bore the burden now divided between the great industries of agriculture, milling and baking; for it was she who cultivated the food grains and then ground them into flour and made bread from them.

The collecting and storing of food for winter use was a great step in the conquest of nature, and it was taken by woman. "The huge cold-storage warehouses and grain elevators of to-day," says Mrs. Reynolds, "are only her idea worked out on a bigger scale." The only difference is one of size combined with the use of ice for the preservation of foods that will not keep in their natural form. The primitive woman had to resort to drying in such cases, aided by the natural refrigeration of winter.

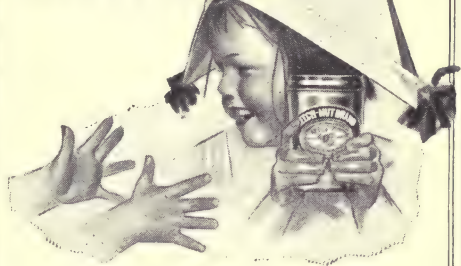
It was woman who wove the wool of sheep, the long hair of goats, the fibres of plants and the web of the silkworm into cloth for garments, and dyed them with minerals and the juices of plants, thus becoming the foundress of all those industries concerned with the production of fabrics.

She cut and dried wild reeds that contained sugar and then made a kind of taffy from them, thus laying the foundations of the great sugar industry. She wove grass and strips of bark into baskets. She made pots of clay and decorated them with pretty patterns; for even in those times, when the struggle for the material means of life was so difficult, man had a soul above the material. He wanted food for his soul, as well as for his body.

After a while man saw that the woman's way of raising things was much more profitable than his way of killing them, and he began to give less and less time to hunting and more to herding and farming. Thus began man's invasion of "woman's sphere," an invasion which was destined to go on until he controlled almost all of the industries which she had founded. Of course, after that, the evolution of civilization went on much faster than it had before, and things became much more comfortable for both man and woman.

The book is an addition to the "Every-child's Series," and presents a great

Beech-Nut Peanut Butter



A GREAT scientist discovered the child's "innocence of palate"—the fresh, unspoiled sense of taste—and advanced the whole American feeling about foods.

He found that the keenest delight of the normal palate is in **delicacy of flavor**, a fact that we ourselves had sensed from the start of the Beech-Nut business, and had worked out in a **practical way**.

Beech-Nut Peanut Butter, for instance. Selected nuts—and only the **cream** of the nuts, **freed of the little acrid hearts**—delicately roasted, lightly salted, crushed to smooth golden brown butter. Every step a move toward **delicacy and flavor**.

Beech-Nut Peanut Butter comes in **vacuum-sealed jars**—three sizes, 10 cents, 15 cents, 25 cents (in the extreme West, a little more). Your grocer has it.

Makers of America's most famous Bacon—*Beech-Nut Bacon*

BEECH-NUT PACKING COMPANY
CANAJOHARIE, N. Y.



HOTEL ASTOR GUESTS' COFFEE

RICH in aroma, delicious in flavor, economical in use.

Sold in Sealed Tins only. 35c. the pound.

If you would try before you buy, send a two-cent stamp for our "get acquainted" tin, enough for five cups of good coffee.

HOTEL ASTOR UNCOATED RICE

CLEANED—white and even. A trial will convince you that it is different from ordinary rice in everything except price.

Sold in sealed cartons only. Ask your grocer or send us his name and ten cents for a full pound carton post paid.

B. FISCHER & COMPANY
190 Franklin Street New York

COÖPERATIVE MARKETING

quantity of valuable information in an attractive and readable way.

Chemistry of Common Things. By Raymond B. Brownlee, William J. Hancock, Robert W. Fuller, and Jesse E. Whitsit. 616 pages. Illustrated. Published by Allyn and Bacon, Boston, New York and Chicago.

AS THE title indicates, this book deals with the chemistry of everyday affairs. The authors are teachers in various high schools of New York City and the book is intended for use in high schools, being designed to meet the growing demand that the schools should prepare the pupil for citizenship. In other words, it aims to give the pupil who is limited to a single course in chemistry, facts and principles which will be of practical use throughout life.

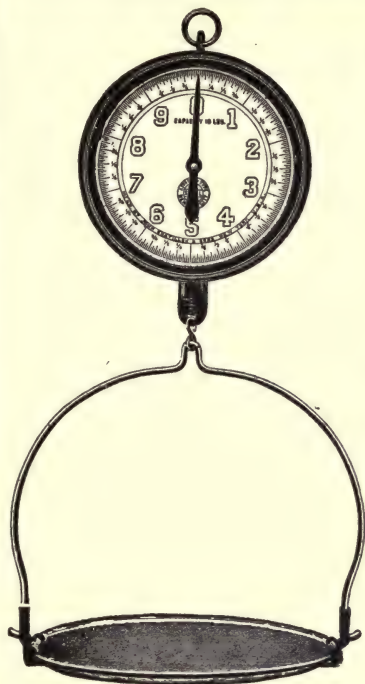
Coöperative Marketing for Hawaii

A MARKETING division to assist pineapple growers has been organized by the U. S. Department of Agriculture's Experiment Station in the Hawaiian Islands. Prices which canners have been offering for pineapples are less, the Experiment Station reports, than the cost of production. The Hawaiian pineapple grower to-day has to expend from \$12 to \$15 per ton to produce his fruit, whereas the price offered by the canners ranges from \$5 to \$11 per ton for first-grade pineapples and one-half these prices for second-grade products.

As a result the small grower is now seeking a market for his fresh fruit in the United States. However, the business of shipping can hardly be carried on satisfactorily without organization and it is to help out in this connection that the new division has been organized, according to the latest report of the Hawaii Experiment Station.

It is also suggested in the report that better arrangements could be made if there were a branch of the marketing division in San Francisco, which should act as a central office for fresh pineapple shipments. This office could undoubtedly prevent the succession of bare and flooded markets which has characterized the previous condition of pineapple shipments.

The same office could also do valuable
(Continued on page 52)



High Cost of Living vs. Scales

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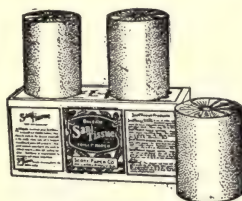
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524 West 57th Street, New York City

PRESERVATION OF FRUIT JUICE

(Continued from page 50)

service in handling other Hawaiian products, such as sweet potatoes, onions, bananas, beans, coffee, cocoanuts, and kukui nuts. The last-mentioned product is particularly valuable on account of its large oil content.

Preservation of Fruit Juice

THAT the juice of currants, blackberries, black raspberries, sour cherries and peaches may be prepared and kept as successfully as grape juice and by the same methods, has now been demonstrated in the course of a series of investigations which the United States Department of Agriculture is conducting into the whole complicated question of fruit juices.

The juices of the fruits mentioned, it has been found, retain their characteristic color and flavor after being sterilized and stored away, and can, therefore, be made available for use throughout the year in households and at soda fountains, etc.

For reasons, which are not as yet very thoroughly understood, fruits differ greatly in the effects of sterilization upon them. The juices of strawberries and red raspberries lose their distinctive colors and flavors very readily, and, therefore, can not be put up on a commercial scale as grape juice is. Lemon and orange juices also undergo peculiar changes in flavor after sterilization, and no satisfactory method of overcoming this obstacle has yet been developed.

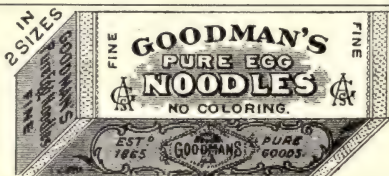
It is believed that much fruit which now goes to waste will be utilized when satisfactory methods of preserving their juices have been discovered.

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Housewives League Magazine

OFFICIAL ORGAN OF THE HOUSEWIVES LEAGUE

A National Movement for the Federation of Housewives

VOLUME VI

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MRS. JOSEPH M. STROUT,
Chairman of the Housewives League of Maine

Problems of the Public Market

I. The Choice of the Site

BY G. V. BRANCH

Of the U. S. Office of Markets

AT intervals of a few years marked changes occur in the nature of the questions which engage the attention of municipal officials and civic organizations the country over. At one time political reform will be the paramount issue, then an anti-vice crusade. Another year may see efforts concentrated on the reduction of infant mortality, the upbuilding of the public park and playground system, the construction of boulevards, or the installation of improved street-lighting systems. The fact that these agitations are prompted by the most apparent economic or social needs of that particular period is quite self-evident.

Just now the question of cheaper and more efficient methods of distributing and marketing food products, particularly fresh farm produce, is probably receiving as much general attention and investigation as any other. Inasmuch as a successful solution will redound to the financial advantage of both the rural and urban populations, the reason for such widespread interest is a matter of easy determination, and especially so when the upward tendency of food prices is considered.

The problem of securing good products more cheaply, thus making an appreciable reduction in the average budget which the housewife must set aside for food, is proving a baffling one to every agency concerned in the quest. Cities, in an attempt to aid their populations, are awaking to the fact that they

have been very lax in assuming proper obligations in relation to their food supply.

Their first impulse is to see what other cities are doing, and in most cases their investigations end in a demand for a public market. They call for a place where the near-by producer can market his wares direct to the people. More often, however, and especially in the larger cities, the outcome is a farmers' wholesale market, or a retail market where the speculative dealers are in the majority. Unfortunately, city officials, chambers of commerce, and civic-improvement leagues usually do not keep in close touch with the economic developments surrounding the marketing of farm products; so they find it hard to understand why there should be any trouble in establishing just the kind of market they want, and, along with it, securing the exact results for which they are seeking.

NOT SO SIMPLE AS IT SEEMS.

THERE are, however, some very difficult problems to work out in the successful establishment of even such an old-fashioned and apparently simple institution as a public market. Although a century ago, the task was simple, the present complexity of the marketing system and the extraordinary demands in the way of service which are made on all sides have greatly increased the difficulty of suiting an old-time project of this kind to more modern life.



VIEW OF FANEUIL HALL MARKET IN BOSTON, SHOWING BUILDING FOR THE SALE OF MEAT, BUTTER, FISH, ETC., AND OPEN SPACE FOR PRODUCERS' WAGONS.

One of the Oldest Market Places in the Country and Still a Thriving Trade Center.

The attempt has met with disappointing results in a great many cases, due, however, to no fault of the principle itself. Public retail markets—old, dilapidated, mismanaged, and filthy—are numerous. Well-equipped, sanitary markets, of modern construction, efficiently conducted, are scarce. This is in reality no reflection on the possibilities of municipal retail markets, but only on the treatment that has been accorded them by most city governments. Being usually left to run themselves, they have done so, quite naturally selecting the path of least resistance, which, unfortunately, is down grade. From such institutions no very great benefits can be expected.

Given a fair start and continued good business management, a municipal retail public market should be a success in any average city that is large enough to support such a project. This statement is made with due regard to the fact that the success of an institution of this kind means more than simply fair patronage. The municipal retail market has certain functions to perform for the communi-

ty, and unless it responds in a satisfactory way, after being given a fair trial, there is little excuse for its existence.

There are many who condemn a market unless, from the beginning, it affords lower prices. While this is a result that can reasonably be expected in well-directed institutions, nevertheless plenty of time must be given for the balancing of the many factors that enter into price establishment.

WHAT THE MARKET SHOULD GIVE US.

WHEN a market is once firmly on its feet it would seem that a city could legitimately ask from it the following service:

It should give to patrons who will pay cash for their purchases and carry them home a dollar's worth of actual products for a dollar. In other words, when a buyer does not demand or use credit and delivery service he should not be charged for it.

Municipal market prices should also reflect to the consumer the saving which is made possible to the dealer through low rent for his stall and equipment, as

PROBLEMS OF THE PUBLIC MARKET

well as any other reductions in overhead expense.

Patrons should be able to find at a market a larger and fresher assortment of food products than the average private establishment offers.

Due to the possibility of closer official inspection, the consumer has a right to look for increased protection in the matters of quality, weight, and measure.

When once a city has committed itself to a municipal market system, it is immediately confronted with innumerable problems. So little information is available on the subject that it usually must become a matter of experimentation. A serious mistake generally is made at this point. Instead of having a competent engineer or architect carefully study the problem and report, it is usually the custom to send a delegation of city officials on a junketing tour, some of whom may incidentally observe the municipal markets in the places visited. This would not be so detrimental if only the cities inspected were possessed of even semi-model marketing institutions. More often they are of a mediocre type, and, although possibly

giving fair service, are far from fit to serve as patterns when the possibilities of a modern municipal retail market are considered.

It is to offer some suggestions to interested cities which may possibly help them in solving the difficulties confronting the successful establishment of a retail market, that the various questions which naturally come up at such a time are treated herewith in some detail.

DO THE PEOPLE WANT IT?

INASMUCH as the usefulness of a market depends on the support given it by the consumers, the tributary producers, and the local dealers, it is well worth while, before expending time and money on the project, to determine the attitude of these people toward it. In meetings, or through the press, it is possible to ascertain the general sentiment. If all are apathetic and there is no definitely expressed desire for a market, then a city's energies might be turned more profitably to other lines of improvement.

Certain types of population lend themselves more readily to the municipal-



VIEW OF THE OPEN PART OF THE ELK STREET MARKET IN BUFFALO, WITH MARKET BUILDING IN THE DISTANCE.

Farmers and Hucksters Sell at Retail Along the Curbs.

market idea than others. Cities having a large foreign element and a well-developed middle class usually give most loyal support to such a project. Strange as it may seem, it is not always the very poor sections of a city that afford best patronage to a retail market. This is probably explained largely by the fact that the indigent class, as a rule, is quite dependent on the credit system. Lack of education in economic marketing and, to some extent, improvidence, are also contributing factors.

The size of a city and the efficiency of its marketing facilities have a direct bearing on the need for a public market. While a few small places could be named which have useful farmers' markets, still it is generally found that in the case of cities below 25,000 population, or thereabouts, such a large proportion of the homes are satisfactorily served by the grocer and the door-to-door peddling of the farmer and huckster that there is not sufficient patronage left to support a city market of any consequence. This statement is not to be construed as asserting that a profitable city marketing system could not be worked out for these smaller places. In such cities it should be quite possible, when conditions warrant, at least to furnish the near-by producers a designated place to assemble once or twice a week and sell their products at retail.

However, those cities which reach the 25,000 to 50,000 class may well consider the advantages of a municipal market, particularly if the charges of their established retail agencies are unduly high, or the service inefficient. Many cities complain that they suffer from a dearth of fresh produce, especially farm and orchard products, or that there appears to be a lack of competition among local dealers resulting in abnormally high prices. In such places a skillfully managed city market should be of great value.

CONSIDER THE SOURCES OF SUPPLY.

THE success of a public market often depends upon the tributary rural population. If a good truck-growing section is already developed within driv-

ing distance, there should be no trouble about lack of supplies for the market, unless the growers produce their crops in such large quantities that they are forced to sell at wholesale. If there is little truck growing in the region, however, methods of encouraging the farmers to take up that work should be employed. Such an outlet for products as a good public market creates is, in itself, an incentive to growers to engage in truck-crop production and usually aids greatly in developing a near-by food supply.

The form of market which seems to be meeting with most favor at present is a combination of an inclosed building (for the sale of meat, fish, butter, and other products that should be protected) and an open space where the market wagons of farmers and hucksters can be accommodated. The street curb adjacent to the market hall is often used for the latter purpose, but a location inside of the property line is better as a rule. This open section should be equipped with sheds, if possible, for the protection of both buyer and seller.

THE OPEN MARKET.

AS previously suggested, some cities that are not in a position to equip and give proper support to an inclosed market house can often secure valuable service from open markets for farmers, or for farmers, hucksters, and pushcart men. This type of market can be located along the curb of a suitable street, or on some convenient vacant plot. The main defects of such a market are that it affords little or no protection, sanitary or other, to the products offered for sale, nor does it shelter the seller or his patrons from the elements. Good sheds perform this service to a certain extent but are often inadequate. A greater weakness, however, lies in the fact that this style of market, if supplied largely by local growers, affords, as a rule, satisfactory service only during the months of production. If the municipal public-market idea is good, it should be applied all the year around and to as many food products as is logically possible.

The open market, however, has some advantages, particularly for the city

PROBLEMS OF THE PUBLIC MARKET



VIEW OF DENVER'S BIG WHOLESALE AND RETAIL FARMERS' MARKET, SHOWING FOUR OF THE STEEL SHEDS.

that is just launching a municipal-market policy. It can be started with little expense of time and money; it can be moved easily, providing the first location is found to be faulty; and it can be used as a means to determine the degree of support which will be given the project as a whole by both producer and consumer. The factors of demand, location, and cost are all important in a

new venture of this kind, and the open market serves cheaply and well as a demonstration project. It should also promote interest and enthusiasm in a community for this form of more direct dealing.

An inclosed market with no provision for producers' or hucksters' wagons usually finds favor only in the larger cities, where open space is not available.



ONE OF DENVER'S NEIGHBORHOOD MARKETS.

If there is one consideration more important than another, when the possibilities of success of a public market are being weighed, that one is location. Many a city has invested a goodly sum in a retail market only to find that they had foredoomed it to failure by having selected an out-of-the-way place.

FACTS VERSUS THEORY.

THE factors to be considered in choosing a site vary with the size of the city. The first question to be decided is whether the market should be located in a residential section, or at a more central point. Both plans have their advocates. Theoretically, small public markets, placed in the more densely populated residential sections of a city and within walking distance of a large number of housewives, would be best situated to give the service expected of such institutions. Under certain conditions this system may be ad-

cident which recently took place in one of the large middle-western cities.

After prolonged consideration, an official committee submitted a plan to the mayor covering an extension of the municipal-market system. It contained a map of the city, with markets indicated at several points in the residential sections, where the population was fairly dense. The recommendation appeared very logical. The mayor submitted the plan for criticism to the superintendent of city markets, who, in this case, happened to be a student of the municipal-market subject. He agreed that on paper the plan looked good, but asserted that in practice it stood small chance of being successful. To explain his stand, he took the mayor and committee in the municipal automobile to the corner where the city's one residential market was then situated. It was originally a well-equipped, inviting little market, but now trade was dull and the place ap-



FARMERS' LINE ALONG THE CURB IN ONE OF WASHINGTON'S SIX RETAIL MARKETS.

visable, but unfortunately it does not seem to be practicable in the majority of places. Most large cities owning public markets have at least one, centrally located in the business section, which is larger and better equipped than the rest. To show the effect of such a market on the smaller markets in residential districts, it is only necessary to cite an in-

peated unthrifty. On the same corner, awaiting a street car to take them to the large central market downtown, stood six housewives with marketing baskets on their arms.

That roughly tells the story of why small markets in residential centers do not, as a rule, prove satisfactory. Farmers drive past them with their loads to

PROBLEMS OF THE PUBLIC MARKET



BUILT AT A COST OF \$55,000, THIS INVITING LITTLE MARKET WAS FOREDOOMED TO COMPARATIVE FAILURE BY ITS LOCATION IN A RESIDENTIAL DISTRICT.

sell on the larger markets where their trade is assured. Patrons go to the same places to get the advantage of a larger assortment of produce, and also because they usually have to go to the business district to shop anyway. It should be noted, too, that the value of a residential market is more subject to depreciation from shifting population than is that of a market more centrally located.

There are, without doubt, several examples of what might be termed residential markets that are now giving just the service desired of them. Possibly in the future such a plan will demonstrate its merits more conclusively.

There is reason to believe that in some places "neighborhood farmers' markets" may operate satisfactorily during the growing season. With a curb or a vacant lot costing nothing as a site, and a few farmers who are willing to sell in this manner, there is everything to gain and very little risk in making the experiment. Denver is testing it out, and the development of the plan will be watched with interest.

CENTRAL LOCATIONS BEST.

The experience of the majority of cities, then, and especially in the case

of larger municipal markets, seems to favor central locations. In a city of small or medium size, where only one retail market is contemplated, this market doubtless should be placed as near the business center as it is possible to secure the necessary land. Rather than remove it far from the most accessible point, it would probably be advisable to use a section of a wide street, as has been the plan in Cincinnati, and as in the case of the old Lexington Market in Baltimore. Inasmuch as the demands of traffic must be heeded, when a street is to be used for either an inclosed or a curb market, it is sometimes better to choose one immediately adjacent to a main thoroughfare than to cause undue congestion, but the site chosen must be very accessible.

In the case of a large city that is developing a series of retail market buildings, the best plan seems to be to locate them in the subsidiary business centers. There is much less danger of these centers changing so as to leave the market stranded than there is in the case of a residential section, and they usually have sufficient tributary trade to give proper support to such an institution.

(In our next issue Mr. Branch will discuss the management of the public market.)

The Housewife and the Advertiser

TO THE MODERN WOMAN AN ADVERTISEMENT
IS THE MANUFACTURER'S OPEN LETTER TO HER

BY MRS. JULIAN HEATH

Address before the National Advertising Clubs of the World

WHEN I was accorded the honor of speaking at this convention on "What National Advertising Means to the Housewife or Consumer," I accepted very readily because I thought I knew what national advertising really did mean to the consumer, to myself personally and to the members of my organization, and hence to all consumers.

When the time for this convention drew near, however, and I realized that I must put my conviction into words to present to you, I began to study the question more closely than I had ever studied it before and I discovered how little I really knew about it after all. The possibilities of good to the producer, the consumer, the trade and the whole economic world inherent in national advertising, grew and grew until there seemed to be no limitations.

I feel, therefore, that I really have but little to place before you, who are experts. I come to learn and not to teach, but I do want to bring to you the enthusiasm which I feel regarding the possibilities of national advertising, to place before you your great opportunity for coöperation with the consumer, and to ask you to help me work out the ideals that I image and that made me accept this invitation so gladly. Just take me into your deliberations and help me work out these ideals.

Possibly I can help you a bit; at least I hope so. I am here to represent the organized consumer, a far greater power than the plain word consumer ordinarily suggests.

This new force which has been introduced into our economic life with the organization of the housewife, do you fully realize what it means? Do you fully realize that the housewife has become class-conscious and must now be considered as one great body? Hitherto

we have always thought of the housewife as an individual only, a shadowy entity in whom the producer or manufacturer had no personal interest except as an ultimate consumer. And in the field of economics we know that we are not upon a solid basis when we deal with individuals.

THE CONSUMER SLOW TO ORGANIZE.

THE realization of this economic law inspired organization among producers, manufacturers and the trade. The consumer was slow to recognize the need, and while he, or rather she, since the housewife is the representative consumer, was unorganized, organized industry had, perforce, to deal with individuals.

All this has been changed and a new force has come into our economic life which has affected, and will affect to a still greater degree, every line of industry. In order to better show you how this force has affected and will affect national advertising, I must tell you in a few words what produced it.

Some three or four years ago when we began to feel the pressure of the rise in the price of foodstuffs, the high cost of living became the subject of universal investigation and discussion, because it was recognized as a menace to the American home. Municipal, State, Federal and international committees and commissions were appointed to ascertain the reason and to suggest remedies, and schools and colleges began to discuss the question academically. We were told that our economic troubles were due to the "tariff" and the "increased output of gold," that the producer did not produce enough and that we, the consumers, consumed too much.

The findings of the committees and commissions were submitted and a thou-

THE HOUSEWIFE AND THE ADVERTISER

sand and one remedies suggested; but somehow no one took the housewife into consideration as a factor in producing or controlling the conditions under investigation. We women, as we looked the situation over and studied the reports, recognized that while all the academic discussion and research had been of great value, the practical solution of all home problems lay with us, and that, therefore, we were a factor that should and must be reckoned with in all considerations of this subject.

How and why?

Because the women of this country directly spend more than ninety per cent. of the money, three-quarters of the income of the middle class, and nine-tenths of that of the laboring class passing through their hands. Until the pressure of the high cost of living concentrated our attention upon economics, we women had not recognized these facts.

The home, the center of all successful living, is maintained by the partnership of husband and wife. By the marriage contract the man becomes the producer of the funds to maintain the home and the woman the administrator of those funds. I said before that woman had not recognized her economic function; let me add now that even society has not recognized it. Society has always demanded that the man be trained to produce, but has not demanded that the woman be trained to spend; and yet it devolves upon her to spend the money that the man produces that the members of the family shall be housed, clothed, fed and educated to take their places in the world.

There are but two fields in economics, production and consumption; all other fields are but tributary. In the main, men are the producers of the wealth of the world and, in the main, women are the consumers or administrators of that wealth. With these two fields in economics clearly defined, the business of producing for the home recognized as man's function, and the business of conducting that home recognized as the woman's function, the woman begins to see that her housekeeping is a business, a profession, and that it must be run on

a business basis. With this fully in mind, the whole attitude of woman toward housekeeping and economics changes.

Realization of these facts produced the class-conscious housewife and brought about, what I believe to be a great crusade for the protection of the home. This is woman's greatest contribution to economics.

LEFT TO TAKE CARE OF ITSELF.

HITHERTO economists have concentrated their attention on production, marketing and transportation. Consumption has been left to take care of itself in more or less of a haphazard manner. As the producers of the wealth of the world you men have progressed. Economists, nations, industry have asked for better production, and better production has come. But no one asked for intelligent consumption, and it remained unintelligent, unprogressive, unorganized, a demoralizing influence not only in the individual home, but upon the whole market.

The high cost of living was in the main responsible for the awakening of the housewife to her power as a consumer, but other influences have been at work also. We have been told over and over again during the last decade that women have not been on their "jobs" as housewives. Suppose we grant this; but we must add: There has been a reason. A struggle has been going on between home economics old and home economics new. A new housekeeping has been taking shape; woman's economic function has been changing.

I speak of the new housekeeping, the twentieth-century housekeeping; but few of us, comparatively speaking, really understand how to-day's housekeeping is different from that of yesterday. Look at any picture of the days of our great-grandmothers, and what do we see? The women of the family are spinning and weaving and dyeing and cooking before the huge open fireplace; over in the corner the men are making shoes; the weekly wash is in progress in another part of the room; and all over the side-walls and rafters are hanging dried

fruits and vegetables, ham and bacon. In other words, this old-fashioned home was a huge manufacturing plant, grocery store and home combined. The family produced within the home all or nearly all it consumed. The family was both producer and consumer.

Then came a change, so gradual that we were hardly aware of the fact; the weaving, the soap-making, the pickling, the washing, the dyeing and the baking, slowly but surely, one by one, were transferred to buildings outside of the home, that is, to factories. The wonderful development of machinery and electricity brought this about, but so gradual was this revolution in housekeeping that the world hardly noticed it and certainly did not appreciate it.

THE EMANCIPATION OF THE HOME.

OF course greater freedom came to the housekeeper with the removal of these industries, and for this freedom not only women but the whole world can be grateful. It emancipated the home and made it a place in which human beings could not only live, but get requisite rest and development. Woman remained no longer the producer; she became the consumer, and she had to begin to learn to buy with money what before she had produced out of raw material. Her whole economic function had changed.

With the building of the first factory the new housekeeping began and since then we have been in a formative period, which like all formative periods has been a chaotic period. That is the reason that things have seemed to go wrong with the profession of housekeeping, and they have gone wrong. And because they have gone wrong they have affected the whole economic world, clear back, I repeat again, to the point of production.

Don't you see then, gentlemen, the position—the great and important position—that the twentieth-century housewife holds in economics? We are the disbursers of the wealth of the world, and we are facing the responsibility that that function imposes upon us. We recognize that our housekeeping is a pro-

fession, that it must be run on a business basis. We are studying every phase of the economics of consumption. We are learning what it means to "know the market." We are, in short, learning to be intelligent consumers, and to intelligent consumers national advertising opens up one of the most important fields of study.

OPEN LETTERS TO THE CONSUMER.

IT is a part of the duty of the Housewives League to impress upon the consumers that advertising is, or should be, just telling them what they want to know about goods that they need. It is the open letter from the producer to the consumer, and our magazines, great and small, are the public open markets of the world. We want to impress upon the consumer that national advertising is of just as great importance to her as it is to the advertiser. This is a new position for the consumer to take, and it is a development brought about by the wonderful advance made in national advertising, combined with the awakening and organization of the consumer.

The other day the following question was presented to me:

"How does the typical woman look upon advertising?"

That is a question not easy to answer, and I am not going to attempt to answer it. In the first place, there is no such thing as a typical woman. There may be a typical man, but surely no typical woman. The question, therefore, can only be answered in a very inadequate way and by dividing the so-called typical woman into two classes, the intelligent and the unintelligent consumer.

The unintelligent consumer looks upon advertising just as advertising; that is, a means by which the manufacturer or producer tries to induce her to buy his goods. She takes all he says with the proverbial grain of salt, feeling quite sure that he is trying to "put something over on her." That does not mean that this unintelligent consumer may not buy advertised goods. She may, or she may not; but if she does, she buys unintelligently, perhaps unwillingly, and may or may not repeat her orders. She has

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bought from a mere whim, and this does not produce a stable market.

The intelligent consumer looks upon advertising as an open letter, as I said before, from the manufacturer to her. She too, rest assured, takes advertising with a grain of salt, but she does not always feel that the manufacturer, or advertiser, is trying to take advantage of her. Of course she knows that he is going to put the best foot forward, and why not? It devolves upon him to present his goods in the most attractive way and upon her to know what she is buying. The intelligent consumer is able to read the advertisements and to digest them, and then go into the market and compare the quality and quantity of goods advertised.

The intelligent consumer recognizes the two parts of her magazine: the editorial, provided for her entertainment and instruction, and the advertising pages, provided by the producers and distributors who want to sell their goods to her; but I believe she takes these two divisions as an educational whole, which they are.

THEY READ THEIR MAGAZINES BACKWARD.

THERE is a very interesting phase of magazine reading which I have discovered. It may not be an original discovery, but it was new to me. I find that a large majority of women begin to read their magazines from the back page forward. I do it myself and always did, even before I became so deeply interested in advertising. I have tried to analyze the reason for this, but have never yet come to a definite conclusion. I have asked many women why they did it and, with one exception, they could not give me a reason. The one exception said it was because the "leading articles in the magazines were usually dull." Now I don't like to admit that, for now and then I happen to write a leading article, and I am sure in our HOUSEWIVES LEAGUE MAGAZINE I try to make the leading article the best. Whatever may be the reason, I think the fact is important to the advertiser.

I have been asked if the present kind of advertising copy appeals to the house-

wife. This is a difficult question to answer also, and I always say "Yes and no," because some does and some does not. What may appeal to one may not appeal to another; but in passing, I want to pay a high tribute to the magnificent brains of this country which are furnishing the advertising copy and advertising mediums.

If it will help a bit on this question, I will say that the housewife is becoming a more intelligent reader of advertisements, and, as she becomes more intelligent, she wants them to tell her more clearly and concisely about the special merits of the product advertised. I say "special merits," because some copy is so general that it reminds one of the old patent-medicine copy which exploited the cure for all ills.

These are busy times and the world must recognize that women are just as busy, and often busier, than men. Copy, therefore, must be so written and arranged that *she* who runs may read.

WHERE DID IT COME FROM?

IT was one of the brilliant members of this convention who, the other day, asked me where I thought the motto, "Truth in advertising," came from. Did it come from the producer, the advertiser, or the consumer? I have been thinking that over and I think it comes from all, and that it comes because of the great awakening to the need of getting together for the common good.

I think that much of the extravagant, let me say, wicked copy, which was so common in the past, was due somewhat to the fact that the consumer was not intelligent. This was not the only reason for it, of course, for we know that old tendencies in production and trade were not always upward; but the awakening of the consumer certainly helped the awakening of the producer to the importance of truth in advertising.

P. T. Barnum, who certainly was an advertiser, recognized the value of truth in advertising when he quoted Lincoln's aphorism: "You can fool some of the people all the time, and all the people some of the time, but you can't fool all the people all the time."

Now, you know P. T. Barnum said that people "like to be humbugged," but when he made the above assertion he had a feeling that somewhere there was an awakening of some people. Perhaps our advertisers now realize that there is an awakening of a good many people. Certainly you advertisers should bend every energy to produce truth in advertising, and we, the consumers, should help to make this truth possible by accepting the truth and the truth only.

It was Percy Waxman, I believe, who, in *Printers' Ink*, said: "We should lean over backwards in avoiding exaggerated misstatement and misunderstanding, or untruth in advertising." That is right. At the same time, I believe that the intelligent consumer recognizes that advertising must be attractive, must be catchy, and that it is perfectly legitimate to put the best foot forward. The tradesman in the store lays his wares before us in the most attractive manner, and advertising is but another means of doing the same thing.

Here is another phase of national advertising of which I wish to speak. Notwithstanding the claims of some of our great advertisers, I believe the time has gone by, or is fast going, when the housewife is going to respond to invitations to write for samples, booklets, or recipes. The great body of housewives are too busy to do this, and too intelligent to be obliged to, and, moreover, after careful investigation, I find that the people who sample and write the most are not the best buyers. Much money is wasted, I believe, in booklets and samples which could be better spent on more open letters to the consumer through our national advertising mediums. The booklets may be looked at for a time, but it is not long before they are consigned to the scrap-basket. This I know, and I regret it, because this literature represents brains, time and money.

WE WANT TO KNOW WHAT WE BUY.

THERE are many good products which are not named, and if I can impress upon this convention the fact that the consumer is going more and

more to demand branded goods and the maker's name, I shall feel that I have done much, not only to help the consumer, but to help the manufacturer or producer as well. When I find good goods that are not advertised, I always feel that the maker is hiding his light under a bushel, and that sooner or later he will find that his competitor who advertises, in other words, who places his goods in the open market, will win out in the race. The housewife wants goods of known quality and quantity.

What produced this demand of the housewife for package goods? I believe I can put the matter before you in no better way than by asking you to go back with me in your thoughts to the time when the Housewives League was organized. Then I too talked scornfully of the package habit. In our investigation, looking to a reduction in the cost of living, we considered the question of package goods. It appeared to us that the package, the packing and the fancy labels added materially to the cost of the product to the consumer.

In the next step of our investigations we began to say to our members: You must know the ingredients of the food which you buy, read the labels on your containers and read them carefully. Go beyond reading the labels, go to the factory where your foods are produced and see that they are put up under sanitary conditions. You must have full knowledge of all goods which you buy, and this is the only way to obtain that knowledge.

Suddenly I saw I was arguing directly against myself, because the only way that we can find the factory where the goods are produced is by having those goods delivered to us under the maker's name. Unless goods are identified in some way, how are women to know where to find the factories? This meant a right-about-face on this question, and then came a thorough study of the whole situation from a different angle.

The package, or individual container, became a new entity. It became a way in which we could identify the goods which we bought. The word "trade-mark" took on a new meaning. We

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saw that the elimination of the original package and the trade-mark would virtually eliminate all of the pure-food and net-weight legislation for which we women had been earnestly working.

THE ONLY GUARANTEE

THE label is the housewife's only guarantee of quality, purity, sanitation, quantity, standardization, and possibly we may safely say, when we take everything into consideration, economy. When goods are bought in bulk the guarantee back of them is the disburser, and granting that he may be both honest and reliable, his tastes may differ from those of the individual consumer. Is it then to be left to the distributor to buy what suits him best and sell it to the housewife, with no guarantee to her that what she buys is the best that can be had for the money?

Our pure-food laws show us, if we are intelligent readers, whether or not the article we buy is pure, but it has little to do with quality or grades. Yet this question of grades and quality is all-important, not only as it affects the goods, but as it affects the market price. So thoroughly is the importance of quality and grade coming to be recognized that we now have trade-marked oranges, apples, poultry and many other lines that were formerly sold in bulk.

It is the desire of the consumers to know what they are buying and the desire of the manufacturer or producer to give of his best that has led to the trade-mark which stands for known quality. The "just-as-good" era has passed, so far as the housewife is concerned. At least, so far as the members of the Housewives League are concerned, they are going to know what they are buying; they must have identified goods. The advantage of trade-marked and package goods is a whole story in itself and I have not time to dwell on it longer.

The Housewives League, in producing intelligent consumers, is producing more buyers of advertised goods, because these advertised goods are goods of known quality. This means a great future in trade-marked or package goods.

The only time that the intelligent consumer can use the telephone in buying is

when she wants a brand of goods with which she is familiar. The time will come I believe when everything we buy will be branded and will be of known quality.

This open market of advertising in our magazines, what a vast market it is! It reaches the country housewife and the city housewife. The advertising of goods to the country housewife is certainly a great advantage, because it is the only way that she can know of the good things that are being produced in the world.

At one of our Housewives League meetings in a rural district the question was asked: "How can I get the goods which I see advertised in our magazines? they are not on sale in my small town." My answer was: "Create the demand, keep asking for them, get together and ask for them." Thus from the advertiser, through the consumer, comes the demand in the small store for nationally advertised goods. This means the uplift of the stores also.

National advertisers of men's wear make a great mistake in not using the women's magazines. An investigation among the members of our League brought out the fact that in families where the housewife makes an effort to spend the family income carefully and well, thirty-six per cent. of the men's wear is bought by the women.

THE KEYNOTE OF THE WHOLE SITUATION.

I COULD say more about many of these points that I have brought out, but I want again to call your attention to the keynote of the whole situation, and that is, that you now have a new force to reckon with, the organized consumer. More and more, since organization made it possible for producer and consumer to get in touch with each other, we are coming to realize our relationship with and dependence upon one another. The time has gone by when the seller thought only of the single sale. Selling to-day is not selling unless the buyer is satisfied and stays satisfied. Buyer and seller must be mutually satisfied before permanent success can be attained. This means that superficial advertising, or so-called clever advertising, must give way

to integrity, because integrity, quality and standardization pay for the producer, the trade and the consumer.

Forced into constructive housekeeping, the intelligent woman is to-day demanding a meeting place where producers and consumers can come into direct contact with each other, and the magazines of the country are that meeting place.

Our Housewives League has established a National Headquarters at No. 25 West Forty-fifth Street, New York City. This place is more than a head-

quarters for the Housewives League; it is a clearing house for the producer, for the trade and the consumer, and it is the first time in history, so far as I know, that such a clearing house has been established. We are here carrying on educational work for the consumer; it is bound to react back to the point of production.

In closing, let me offer to you, the members of the Associated Advertising Clubs of the World, a place in this great educational work of the Housewives League.

The Case for the Split Penny

BY W. J. DILEO

ONE of the achievements of the Housewives League of Texas has been to introduce the use of pennies where formerly the smallest coin in common use was five cents. Why do not the housewives of the nation now go a step further and demand a coinage that will enable them to split the penny?

At the present time so many people are affected by the high cost of living that every penny and half-penny is needed to make both ends meet. Yet when the housewife goes to a store to purchase a yard of lace at $17\frac{1}{2}$ cents, she has to pay 18 cents. If she wants a yard of cambric at $9\frac{1}{2}$ cents in the same store she has to pay 10 cents. If she goes to the grocer for eggs that sell at 35 cents a dozen and wants only half a dozen she must pay 18 cents for them. If she wants half a pound of butter at 35 cents she must again pay 18 cents.

If the housewife were not compelled to give away those hard-earned half-pennies she could save, say from \$3 to \$5 a year. This may seem too small a matter to bother about, but as there are some ten million housewives in the country, it means an annual loss of at least \$30,000,000. It is not so small a matter after all.

Of course, in some cases, it may be said that the half-cent is legitimately employed to discourage unnecessarily small purchases, since the small sale costs the

dealer just as much as the larger one; but on the other hand such prices may be used simply to mislead the consumer. You probably have noticed such a price as $12\frac{1}{2}$ cents advertised with a very large 12 and a very small $\frac{1}{2}$, and when you got into the store you found you had to pay 13 cents.

Again when a retailer has to pay a little more for his goods, but not enough to counterbalance an advance of one cent in his price, he has no choice between pocketing the loss, or taking one cent more. If it were possible, he would often be satisfied with an advance of half a cent.

It is a common argument against a standard weight for bread that bakers cannot meet small advances in the cost of raw material except by scaling down weights, without being unjust to the consumer. They cannot raise their price less than a cent, whereas they can scale down the weight just enough to offset their own increased expenses.

To meet this condition we need a coin worth $2\frac{1}{2}$ cents, to which might be added a $12\frac{1}{2}$ -cent piece. Every housewife should write to her congressman to use his influence to secure such coinage.

The cost to the Government would be slight, and as the coinage of 2-cent and 3-cent pieces was discontinued some years ago, the mints cannot be overworked.

Economic Value of Pure Food Laws

REGULATIONS WHICH AT FIRST SEEMED
BURDENSOME HAVE BEEN OF THE
GREATEST SERVICE TO THE INDUSTRY

BY CHARLES WESLEY DUNN

Address before the Oyster Growers Association

STRANGE to relate, the economic value of the Pure Food Law has not received from the food industry an amount of attention commensurate with its fundamental significance and possibilities. The health and welfare side of the Pure Food Law has been so emphasized—and that side cannot be too much emphasized—that the service of the law in the promotion of more efficient production and more general consumption has been, often, if not overlooked, at least not appreciably and instructively considered. I wish to speak, frankly, from the commercial standpoint entirely, at this time, and to point out three commercial advantages of the Pure Food Law, so far-reaching in constructive and progressive influence and effect that their value is incalculable.

I would first direct your attention to the fact that the Pure Food Law operates to drive from the market foods which slander or becloud with suspicion an industry, and more, to eliminate the conditions which permit the production and merchandising of such foods.

There is not a more destructive enemy to a food industry than an unwholesome or fraudulent food, and conditions of production which permit the disposition to the public of such unwholesome and fraudulent foods. Permit the consumer to learn by experience that a particular class of food has, in some instances, proven dangerous to health; has, in some instances, been produced under insanitary and unwholesome conditions, and his confidence is shaken and absolutely destroyed, in many instances.

The whole industry is thrown under a general cloud of suspicion. Charges not always based on fact are soon made generally against that industry, exaggerated statements appear in the lay press based

upon conjecture, possibly, because of this suspicious frame of the public mind. Mention the product and suspicion is immediately aroused. If a person is taken ill, and it is discovered that he has eaten a certain food, the conclusion is immediately formed that that particular food was the cause of the illness. All of this general but insidious and confidence-destroying opinion was based upon, possibly, the exception; but upon facts in the excepted instances. Around these excepted instances, the cobweb is spun, conjecture builded upon fact, then conjecture builded upon conjecture.

THE GOOD SUFFER WITH THE BAD.

IT does no good for one producer to put out pure and wholesome food if a competitor is producing a similar kind of food under improper conditions. The good must suffer with the bad. The enormous investment, scientific equipment and management, and perfection of conditions provided by one alert, progressive and conscientious producer are open to possible destruction, or he may be held back to the level of his unscrupulous, ignorant, or incompetent competitor. It is impossible for the one to educate or direct the other, individually and voluntarily, into the proper course. The situation is beyond individual control. The Government must step in and, under its sovereign right to protect the health and welfare of the people, prohibit by law and rigid inspection either the sale of unwholesome products, or the perpetuation of unwholesome conditions of production.

This Government regulation performs the greatest possible service to the legitimate producer, for it eliminates the conditions which slander and becloud an industry. The Government joins hands

with the legitimate producer, not only in eliminating these objectionable conditions, but in restoring public confidence in the industry. The most expensive and extended campaign of advertising to the public, either by the individual producers, or through coöperative efforts of the producers, cannot approach in effect the value of the coöperation of Government agencies in restoring public confidence in an industry. The public generally looks with confidence to the official pure-food departments for guidance, and a word of approval from such departments, sworn and committed to protect the public interest free from commercial influences, is of incalculable value to any industry.

In some industries the adoption of the sealed and branded container has been utilized to individualize foods, to separate particular products from a class, and so to build up confidence in particular branded articles. But even such methods of sale fail almost entirely when a whole industry is under suspicion.

THE PERSECUTED OYSTER.

PROBABLY no food industry has suffered so much in this respect as the oyster industry. The oyster industry has been much slandered, how righteously I do not know, and a certain cloud of suspicion has been abroad in the minds of consumers that these products might not be wholesome. The lay press has related instances and conditions which have tended to accentuate this general feeling of uncertainty. How much has the legitimate oyster industry suffered from this condition? You know.

And I beg to venture the opinion that if there is any single industry which should welcome, encourage and support the enactment and enforcement of proper food laws more than another, it is the oyster industry, for no other reason than that the oyster industry needs the confidence of the public. It deserves it, without question. All the conditions which have tended to bring the industry into disrepute must be eliminated, and this elimination calls for food legislation and its enforcement.

The more you can encourage perfection of production and distribution, the more you will promote the welfare of your industry. The more closely you can win the support of the Government in perfecting production and distribution in directing the attention of the public to the wholesomeness and nutritive value of the oyster and in eliminating any suspicion against it, the more you will win the confidence of the consumer and the greater, without question, will be the distribution. It requires a pure-food law and pure-food departments to place in order the house of a food industry. It requires such a law and departments to render the justice due to a food industry, in which the confidence of the consumer has been shaken, and the service of the Pure Food Law to legitimate industry is one beyond calculation.

IT ELIMINATES UNFAIR COMPETITION.

MY second point for emphasis is that the Pure Food Law eliminates unfair competition in the field in which it operates. Our first thought was more the relation of the Pure Food Law to production. Our second thought is the relation of the Pure Food Law to competition. These two considerations run the one into the other.

No industry, whether food or other, can attain its fullest development and enjoy the fullest prosperity until the various elements of unfair competition are eliminated. And if there is any sort of unfair competition in food products more hurtful than another, it is the competition based upon fraud, deception, trickery, short weight, and improper composition. It is impossible to remove this class of competition by private agencies. The Government must step in and protect the public, which protection at the same time aids the legitimate producer. The Pure Food Law stands for honesty in marketing foods. What legitimate producer is there who does not subscribe, heart and soul, to the doctrine of honest and fair trade, voluntary, if possible, forced if need be? What is the money value of fair and honest competition?

Unfair competition is the destroyer of

the equitable and efficient competition of normal commerce, and the promoter of private monopoly. An honest producer wants to conduct an honest business. But what a difficult thing to accomplish is honest business, when the surrounding competition is honeycombed with unfair practices. An influence is always present, often difficult to combat, to lower standards known to be proper and desired, but impossible in practise. It is often a case of follow suit, or get out or go broke.

It is interesting to note that with the advent of an enormous food industry, with its accompanying complexity of commercial conditions, and its unfair competition, the two influences forced into being to standardize production and distribution and ensure fair commerce were: regulation by arbitrary law and regulation by trade coöperation through trade associations. The development of these two influences was practically simultaneous, called into being by the same fundamental conditions and finding expression through the most suitable medium. And it is a wonderful tribute to trade coöperation that probably the value of that coöperation to the public welfare not only compares favorably with the value of regulation by law, but has been even more effective in some phases.

IT IS GOOD FOR BUSINESS.

SOME food producers do not appear to realize that among all the elements of their good-will and general reputation none is so valuable a trade asset as pure food and the advocacy of pure food. Every food producer ought to be a pure-food "crank," for business reasons, if for no other. The more the consumer can be made to realize that a certain producer, or a certain industry, is working for pure food, the greater will be the reputation of the product and the industry, and the greater will be the confidence of the consuming public therein. It is a very legitimate thing to capitalize perfection in conditions of production, in purity, wholesomeness and honesty.

The food manufacturer who fails to bring his plant up to modern sanitary

standards until he is forced by the law and officials, fails to label his products properly until he is forced to strip off the label and put on a proper one, fails to give an honest weight until a weights-and-measures law applies stern force, adulterates with fillers and cheapeners so as to just shade his cost, and keeps just along below the dead line, is his own worst enemy. That policy will never succeed. The time invariably comes when the law descends with no uncertain force, and penalties for violating pure-food laws do not add to the reputation of any producer or product, or create a greater confidence in the public mind.

He is a progressive and far-seeing producer who encourages the enactment of needed food regulation, who goes the law one better, who works with the pure-food authorities and with the consuming public.

FUTURE OF FOOD REGULATION.

OUR third and last thought is that the future of the Pure Food Law is in the constructive promotion of food production and distribution.

The penal side of the Pure Food Law must always be with us, if not so much for its application as for its admonitory effect. But we anticipate that the real work of the pure-food departments of the future will be on the constructive sides, promoting the efficient, sanitary, and economical production and distribution of our food supplies, encouraging their conservation and enjoyment and the elimination of waste, so supplementing the work of the agricultural departments in promoting agriculture. The United States Department of Agriculture is already doing remarkable and efficient work in this direction.

But a beginning has only been made, when the possibilities are considered. More money, greater facilities and an expansion of the field of this work is inevitable and necessary. And what a blessing this constructive and original research work will be to the public generally. Food producers are not often equipped or able to undertake this work, which the Government may do, if the facilities are granted, most efficiently.

Glimpses of our Leaders

MRS. JOSEPH M. STROUT

Chairman of the Housewives League of Maine

BY MARY E. McOUAT

[EDITOR'S NOTE.—One of the many pleasures which have come to the President of the Housewives League, and, in a lesser degree, to all the members of the National Executive Committee, through their connection with this great movement, has been the acquaintance it has brought them with the women who are leading it in the various States and cities. The President has had the pleasure of meeting most of these leaders personally. The other officers know them at least by correspondence, and so at Headquarters the League has come to seem like one big family. We feel that this pleasure should be shared with all our members, and therefore we are arranging to publish a series of articles about our leaders, giving you a little glimpse of their home life, along with the story of their public activities.]

AMONG the women of Maine who are giving their time and energy to the movements of the day, Mrs. Sarah Willard Strout, of Portland, Chairman of the Housewives League of that State and President of the Portland organization, holds a leading place. Having no children to claim her attention, and a husband who seconds all her endeavors, giving her, as she testifies, "inspiration at times when it is most needed, and many valuable suggestions," her opportunities for public service have been greater than many other equally public-spirited women enjoy, and she gladly avails herself of them.

Every public movement which promises any improvement in social conditions, and particularly in the conditions of the masses of the people, claims the interest of this large-minded woman; but her time and attention are now chiefly given to the Housewives League and the Woman's National Rivers and Harbors Congress, of which she is president.

In the latter her interest is hereditary, for her father, Captain William Willard, followed the sea for years, and had many thrilling experiences which naturally made a strong impression upon his daughter's mind.

Moreover, she regards the activities of the Rivers and Harbors Congress as of great value in forwarding the aims of the Housewives League, since both are working for a reduction in the cost of living.

"No one thing," she points out, "en-

ters more deeply into the very heart of industry, trade and the cost of living than the matter of transportation. Involving, as it does, the producer, the consumer, the wholesale merchant, the middleman, the retail dealer, in fact the whole commercial system, it assumes a leading place in the economic problem."

A student and a thinker, seeing always a little farther than most other people, Mrs. Strout has been a leader all her life, and whatever she undertakes succeeds.

Those who have watched her career find the secret of this success in her quiet persistence. Having once taken up any cause, she keeps everlastingly at it till she attains her end. Step by step, round by round, she builds up her organization until it responds to her slightest requirement. Yet there is nothing autocratic in her leadership. She possesses the power of making others see her vision, and thus secures decisions and assistance which would be unattainable by most women, no matter how long their experience.

Mrs. Strout has been president of the Conklin Club, the largest parliamentary club in Maine, and head of the Trees and Parks Committee and Department of Public Utilities of the Portland Civic Club. She has been chairman of the Forestry Department of the Woman's Literary Union of Portland, and head of the Departments of Legislation and Conservation of the Maine Federation of Women's Clubs. She is a director of the Civic Bureau of the Portland Chamber of Commerce, secretary of the Board of

GLIMPSES OF OUR LEADERS

Directors of Opportunity Farm, and one of the vice-presidents of the Fresh Air Society.

Amid the changes and chances of modern life, Mrs. Strout enjoys the somewhat unusual distinction of having lived all her life in the town where she was born, namely, Portland. She has also lived for thirty-four years, a period covering the whole of her married life, with the exception of one year, in the

years was considered the best equestrienne in Portland; but as her public duties have increased, she has allowed herself less and less time for recreation, until now her playtime is chiefly confined to the few weeks she spends every year at her summer camp at "Brookside."

Here at the edge of a ravine, through which flows a babbling brook, forming, a little further down, a beautiful cascade,



WHERE DR. AND MRS. STROUT LEAD THE SIMPLE LIFE.

same house, a roomy old mansion with ample grounds around it.

Here, in her leisure moments, she enjoys what she calls the "delights of homemaking" and other pleasures unconnected with the service of the public. A lover of nature all her life, she spends what time she can get among her plants and flowers, and in her garden are to be found many botanical treasures, the fruit of long days spent in searching the woods and fields for specimens.

She is an expert horsewoman, and for

she and Dr. Strout live the "simple life," as near to nature as it is possible to be, and forget for the time being that there are such things as social problems. From this sojourn come many of the botanical specimens that flourish in the garden at Portland.

Mrs. Strout comes from an old New England family, one of her ancestors, Captain Simon Willard, having settled in Boston in 1634. Later he became one of the founders of Concord, and took an active part in King Phillip's war.

One Way to Lower Meat Prices

IF EVERY HOUSEWIFE WOULD BUY TWO
CHEAP CUTS A WEEK, THE PRICES OF
THE MORE COSTLY ONES WOULD FALL

BY ROBERT LORIMER

Address before the Evanston Woman's Club

MARKET owners have felt for a long time that if the intelligent ladies of this and other communities fully understood the cause, or one of the principal causes, for the high prices of meat compared to prices in former years, they would do their part to bring about a change that would be beneficial to all concerned.

Twenty or thirty years ago every retailer bought and slaughtered his own cattle, or if he bought his beef in Chicago, he bought the whole carcass and utilized it. Market men then met the ladies who traded with them and showed them the different cuts of meat and how they could be used.

Mothers would bring their daughters for instructions as to the different cuts of meat—and I, for one, would be highly pleased if that custom prevailed at the present time. There are women trading with me for years whose faces I have never seen, although I talk with them almost every day over the telephone. It would afford me a great deal of pleasure to have them come and inspect my market and see the different cuts of meat, as was the custom in former years.

Our markets now are very different from those of twenty years back, when the dealers rendered their own lard, dressed their own poultry and made their own sausage, and consequently could not keep their places as sanitary as at the present time.

About twenty years ago the method of doing business changed somewhat, for the big beef houses started the meat-canning industry, using the cheaper cuts for this purpose and selling the ribs and loins to the market men who catered to cheap restaurants and hotels. Shortly

after this groceries and markets combined sprung up all over Chicago, as the proprietors could go to the above firms and buy whatever cuts of the animal they wanted. Thus the practical butcher became a thing of the past.

When this change took place it was practically the beginning of the elimination of the cheaper cuts of meat from our markets. The call now is for porterhouse steaks, French chops and the first five cuts of the ribs. Of course, it is immaterial to us retailers what we sell. People think our prices are exorbitant on these cuts, but I wonder if you women think what the retailers pay for these meats, the very core of the animal.

It is all right, I will admit, for those who can afford it to use the better cuts of meat, but if the people would use cheaper cuts out of good cattle—which, by the way, are far more nutritious than the steaks and roasts of the poorer grades—there would not be the hue and cry about the high cost of living there is to-day.

If every woman who trades with me would buy one pot roast off the shoulder one day per week, and a piece of boiling beef off the plate another day, it would enable me to buy the straight body of beef, and the prices of my porterhouse steaks and prime rib roasts would be much lower than they are now.

The large hotels and restaurants do not pay their chefs large salaries simply to roast beef or lamb, broil steaks and chops—that any good Irish or Scotch cook can do; but because of their ability to take the cheaper cuts of meat and compound them into tempting and delicious dishes.

I have felt right along that it is the

HOUSEWIVES LECTURE BUREAU

duty of every practical market man to teach his trade the merits of the cheaper cuts, more especially of late years, when the supply is diminishing and the consumption increasing, but unfortunately we do not have the opportunity.

Some of the women before me have been abroad and may possibly have noticed how meat is sold in foreign countries, but a great many others have not, and to them I will say that I have seen many, many times, in my travels through the London, Liverpool and Glasgow markets, that the cheaper cuts of meat would sell first and prime rib roasts and fancy loins of beef would be left hanging on the hooks.

I am not a pessimist, but I predict that the day is not far distant when the same conditions will prevail in this country. There is no getting away from this fact. Our population is increasing at a tremendous rate, and, in addition to the natural increase, there were thousands dumped into the seaport cities every day before the gigantic struggle began in Europe. As soon as the war is over we will probably have a greater influx than ever, and these people are largely consumers and not producers.

Then, too, our livestock industries have diminished rapidly of late years. Previous to the war we were getting shipload after shipload of Argentine beef in New York, the same port from which we shipped thousands upon thousands of

cattle to the British market just a few years ago. I may be wrong, but to my way of thinking, the sooner the people of this great country learn the intrinsic value of the cheaper cuts of meat the better it will be for them.

As I told you a little while ago, I am not a pessimist, but, on the contrary, one of the most optimistic creatures you ever laid eyes on, and I do not wish to discourage anyone; but it is a well-known fact that we are not going to see good cattle sell any cheaper than they are selling now. Unfortunately for this country there has been an outbreak of the foot-and-mouth disease that has cost the stockmen, the Government and the different States a tremendous amount of money, and just as soon as business becomes normal again I am afraid we will see livestock much higher.

I am not here to criticise, but to give you my views on the meat question and the main cause for the present high price of meat. I will venture to say that there is not a home in Evanston without a cook-book, possibly two or three, but I am afraid the cook-book is seldom read. If you will study your cook-books you will find from sixteen to eighteen recipes for cooking mutton and lamb alone. Economy does not mean vulgarity. Economy in the buying of meat does not mean the surrender of nutritive elements, for the cheaper cuts possess all the nutritive qualities of the more expensive ones.

HOUSEWIVES LECTURE BUREAU

Ever since the Housewives League was organized, requests have come to the National Executive Committee for lectures on subjects other than organization work. It has heretofore been impossible to meet this demand, but now that we have our National Headquarters with its daily lectures, it becomes a simple matter to meet other demands for lectures. A Housewives Lecture Bureau has accordingly been established for the purpose of supplying lecturers on all branches of housewifery.

For terms and other information, apply to the National Executive Committee, at Headquarters, No. 25 West 45th Street, New York City.

From My Housekeeping Experience

GLASS JARS AND CHEESE CLOTH SQUARES ARE
INDISPENSABLE FACTORS IN MY DOMESTIC ECONOMY

BY MRS. E. V. S. CHAMBERLIN

Treasurer of the National Housewives League

I HAVE tried various sorts of dishes for my ice-box, beginning with blue and white to carry out the color scheme of my kitchen, but now I have settled down to glass. Glass looks clean and is clean, and I can see at a glance just what each dish contains. Any glass dish of an unusual size which I find I seize on for my ice-box, but in general I prefer tall narrow ones, because they take up little space. Large-mouthed pint fruit jars are very useful, and one can keep a surprisingly large variety of things in them. The round glass dishes that boiled tongue comes in are also very convenient.

In my pantry and in my sewing room I also use glass dishes. As in the case of the ice-box, the glass tells you at a glance just how much the dish contains, and usually what it contains also. In the pantry, however, I have even my glass containers plainly labeled, using the gummed labels that one buys for the purpose.

All my blue and white spice jars have now been replaced by the little glass jars that candy sticks come in. As they are tall and slender, they take up little space, and they have tight screw tops which are much better than the loose covers of the old spice jars. For the sewing room I save small glass jars such as cold cream comes in, and in these I put buttons, hooks and eyes, snap fasteners, and so forth.

I look upon my glass jars as one of the institutions of my home, and my squares of cheesecloth are another. I couldn't keep house without either. I have the cheesecloth hemmed, not only to prevent ravelling, but because a hem inspires respect, and I use them for innumerable purposes. Some are made

into bags and are used to drain lettuce in. One day I wanted a cloth to wrap a fish in for boiling, and in order to distinguish it from the others I tied a knot in the corner. Now all my fish cloths have knots in the corner. As cheesecloth costs only four or five cents a yard, one can have an unlimited quantity of these "rags," and they are so easy to launder that they do not seem to make any difference in the week's washing.

If one wants to use olive oil in considerable quantities its oiliness can be disguised by mixing it with any acid fruit juice, or pouring it over the fruit. A spoonful of olive oil loses all its objectionable characteristics when poured over a sliced orange and adds to the flavor of the latter. With half a grape fruit one can take several table-spoonfuls without noticing it. Olive oil mixed with orange juice makes a pleasant drink, or can be used as a salad dressing. In fact, there are so many agreeable ways in which the oil can be used that having begun to use it in my family as medicine, I continued it as food.

Bran cannot be served in so many different ways as olive oil, but if you want to eat bran and don't care for it in its undisguised state, just cook it with any finely ground breakfast cereal. I use equal quantities of bran and cereal and my family actually likes the mixture better than the cereal without the bran.

I have found that the marshmallows which one buys in a tin box for about ten cents come in very handy for a good many culinary purposes. An excellent emergency cake-filling can be made by dropping a few marshmallows into melted chocolate, and if one has no cream, a marshmallow dropped on the top of a cup of chocolate will take its place. It

not only produces the bit of froth which we like to see on our chocolate, but it prevents the top of the liquid from glazing.

The wire rack which I use in the bottom of my boiler in canning cost me only four cents and is of my own manufacture. I used to use strips of wood, but they had a way of getting displaced and floating up to the top. I happened to have a piece of half-inch-mesh wire netting which I had used to secure my flower-pots on the window sill. This I broke to the required length and width by bending it back and forth; then I turned over the raw edges and rounded the corners with pincers and hammered them down. This rack, which exactly fitted the bottom of my boiler, I laid on the strips of wood, and it worked to perfection. I like it better than the racks sold for the purpose.

In travelling I find it a good idea to carry an extra dress in my suitcase. Then if my trunk doesn't come as soon as I expected it, I have something to wear. The dress takes little space and often saves a great deal of inconvenience. The suitcase is often a good place, too, for the best dress. Heavy clothing, like cloth skirts and raincoats, hold a certain amount of moisture which puts delicate frocks* in good condition for wrinkling.

In packing a trunk I often make considerable use of crushed newspapers. One of the secrets of successful packing, of course, is to have every little space filled, and one cannot always find enough stockings and other uncrushable articles for this purpose. In that case I use lightly crushed newspapers, and find them so useful that I always put a few in my trunk so that I will have them in case of need. When I have not enough material to pack a trunk full, I use the paper to fill up the superfluous space.

The thickness of the layer of wax which one puts on the top of a jelly glass seems a small matter, but I have found that it makes a great deal of difference. If the layer is too thin, it breaks when one tries to remove it, and it is difficult to free the jelly from the small pieces. If the wax is about an eighth of an inch in thickness, it not only comes off without breaking, but one can easily wash it and put it away for future use.

All our readers are asked to contribute to this department. Each housewife has something good to pass on to others, and the greater her interest in the larger housekeeping the more likely is she to have valuable ideas about the practical details of housewifery.

Our Campaign for Clean Flour

WHEN we began our work for clean flour scarcely more than a year ago, it was impossible, with the exception of a few special brands, to buy flour in paper bags in New York City. In other cities the situation was not so difficult.

To-day we have achieved what seemed to be impossible, and in almost any store in the metropolis, whether it is a chain store, a small grocery, or a department store, one can buy almost any brand of flour in paper bags.

This degree of progress puts the matter absolutely in the hands of the consumer.

Dealers are enthusiastic about the sanitary paper bags, but it is easy to drop

back into old habits, and if you carelessly accept the insanitary cloth bag, because it happens at times to be more convenient, some of them will probably do so.

We have done our part in telling you of the dangers to which flour is exposed. It now depends upon you to support those dealers who are offering it to you in sanitary containers, the kind that bring it to you as clean as when it left the mill.

As all readers of this magazine know, the only container which can be depended on to do this is the durable and inexpensive rope paper bag, or a cloth bag with a moisture- and dust-proof lining.



HEADQUARTERS OF THE HOUSEWIVES LEAGUE AT THE MAINE STATE EXPOSITION.

NEWS FROM THE FIELD

Housewives at Maine State Exposition

SIXTY THOUSAND PEOPLE LEARN ABOUT THE POWER
AND ACTIVITIES OF THE ORGANIZED CONSUMER

PORTLAND, Maine, July 5, 1915.

IN connection with the Maine State Exposition held in Portland from June 7 to 19, inclusive, the Housewives League of Portland held a very successful pure-food exhibit.

The League had taken such an active part in the recent reorganization of the old Board of Trade into the Portland Chamber of Commerce, which, by the way, is the only such body in New England carrying women in its membership, that our friends were quite prepared to find us busy when plans for the Exposition were being worked out.

The object of it all was to complete our \$100,000 Exposition Building and to bring before the people of Maine the wonderful resources of the State. It is not for me to go into details, but simply to describe our position in the general design.

In planning what should be our part in the general scheme, the management invited us to illustrate the sanitary and insanitary store, or to arrange a pure-food exhibit. As the former had been done in the earlier stages of our work, we chose the latter assignment. We were also influenced by the fact that the general public associates our work mainly with the store problem, and we wanted to give them a broader idea of our activities and possibilities.

The time was short, but we were able to arrange a very interesting display of products endorsed by the Executive Committee of the National body, a fact which was announced on one of our placards.

Supplementing this exhibit was a model kitchen equipped with everything that could help the housewife in her daily round of duties. This equipment will tour the State during the summer for the benefit of the rural women.

Of course we aimed to make the booth unlike anything around us. One of our placards announced that the place was the "Maine Headquarters of the Housewives League, a national organization of a million women," and we tried to make it look like a headquarters, omitting store counters, and as far as possible, everything suggestive of commercialism. Our lack of floor space, however, made our problem rather difficult.

We had a corner booth in one of the best positions in the Exposition, an advantage which came to us through the generosity of one of our exhibitors, a local firm which changed places with us. Through the same agency a trained demonstrator was constantly in attendance.

On different days we specialized on different lines of products, giving out samples of the same and literature pertaining to them. One day was devoted to flour and wheat products, another to gelatine, cocoa, etc. On our last day we specialized on bread. We wanted to have some bread analyzed by one of the chemists connected with the faculty of the high school, but the odor from the burning of the bread forced us to confine our activities to baking.

There was a plentiful supply of literature in the form of our magazine, and bulletins of the U. S. Department of Agriculture. We gave out two thousand cook-books with the compliments of the Housewives League printed upon them, and we had on sale copies of leading publications on economics and household management, such as, "The Woman Who Spends," "The Theory of the Leisure Class," "Woman and Economics," "Foods and Household Management," and "Shelter and Clothing."

After the first two days our "Silent Educators," in the form of large painted cards, one of which is shown at the left

in the picture, were in operation. We had about sixty of these cards. Some of them advertised local farms which we had endorsed; one informed the public that we were a "Clearing House for Home Welfare," and others carried truisms regarding our work, not forgetting the farmer and the milk supply. Some of our women kept the cards moving, and they attracted considerable attention.

We were kept more than busy at times

distributing samples and literature, and when the samples were not being given out demonstrations were in progress. For two weeks we were thus employed in bringing to the attention of 60,000 people the power and activities of the organized housewife. It was hard work, but it was worth while.

SARAH WILLARD STROUT,
*President Portland Housewives League
and State Chairman of Maine.*

Cleaning Up Ilion

ILION, N. Y., July 5, 1915.
THE Housewives League of Ilion was organized on May 15, 1914, and now has a membership of thirty-four.

The milk problem was taken up last November, beginning with a discussion at one of our meetings. A Milk Committee was appointed, and by its coöperation with the Board of Health and the Village Board of Trustees brought about the early appointment of a milk inspector. This committee recommended the publishing of dairy scores, and resolutions to this effect were sent to the Village Board. In June an announcement was made that the dairies would be re-inspected and the score of each dairy published before July 15.

Following the achievement of this reform the milk dealers raised the price of milk to seven cents a bottle. A year ago it was only six cents. We intend to investigate to see if this advance is justified. Our town has only between eight and nine thousand inhabitants, but it is having a factory boom, which seems to make everyone think of raising prices. Bread went up to six cents last winter too.

In November, also, a Committee on Red Cross Work was appointed. In coöperation with other organizations a concert was given for the benefit of the Belgians and about \$250 in food and clothing was sent to the American Commission for Relief in Belgium.

Our Publicity Committee has prepared slides on subjects of interest to house-

wives, and these have been shown at the moving-picture theatres each week. They have been very helpful in arousing enthusiasm for the work we wish to accomplish.

A clean-up week and fly campaign were inaugurated on May 1. Fly and lawn contests were held and assisted greatly in creating a desire in both children and adults for a cleaner and more beautiful village. A flower exchange was conducted during clean-up week, and slides on flies and village improvement, loaned by the New York State Educational Department, were shown in the public schools.

The Boy Scouts were of great use during this campaign, and as a mark of appreciation for their services three flags were later presented to them, one to each of the three troops. The work of other boys and girls was acknowledged by the erection of two tents near the site where the League has arranged to construct a swimming pool.

In March the proprietor of one of our most sanitary meat markets gave a couple of meat-cutting demonstrations. They were intended primarily for members of the Housewives League, but other ladies and even gentlemen were invited. Sides of beef, lamb, veal and pork were cut up, and the nutritive value and flavor of each piece explained.

This summer the results of our year's work are very evident in the village. Merchants are recognizing the growing interest in sanitation and are acting accordingly. Screens are being used with

Will you read this twice?

A very important question to-day which every housekeeper must decide for herself is whether she prefers pure, cream of tartar baking powder like Royal, or whether she is willing to use alum baking powder in food.

One kind is easily distinguished from the other, since the laws of various States require the ingredients to be printed upon the label. If anyone is in doubt which to use, it is worth while to ask the family doctor. Then decide.

And when once a decision is reached, let no advertisement, or dealer's argument, or canvasser's solicitation, change the decision. It is not a question of a few cents or of pleasing a salesman. It is a question of health.

If this appeals to you as reasonable and sensible advice, it is worth reading twice. And it is worth remembering.

ROYAL BAKING POWDER CO.
New York

the most gratifying results, berries have been removed from the street, and other foods have been placed under cover.

At the present time we are concentrating upon an effort to get the streets of the town flushed.

During the year we have held our

meetings in private houses, but next year we expect to have the use of a club-room so that our membership need not be restricted in numbers as it has been in the past year.

MRS. G. W. WARREN,
President Ilion Housewives League.

Houston Housewives Study Cooking

HOUSTON, TEXAS, July 1, 1915.
THE Houston Housewives League has been so busy for the last few months that there has been no time to send in a report. To-night we are giving a party for our husbands at the City Auditorium. An interesting program has been provided, and refreshments will be served.

Every month the chairman of the Bread Committee conducts a bread-baking contest for the purpose of stimulating home baking. This has been decided upon as the most effective way to convert the bakers in this city to the necessity of making and delivering clean bread at a reasonable price. The price of flour has gone down and still the majority of the bakers refuse to wrap their bread, or to increase the size to which the loaves were cut when wheat was so high.

During the week from June 7 to June 12 the League conducted a cooking school in the City Auditorium. The demonstrations were absolutely free to all housewives, whether members of the League or not. Each day had a full and varied program, but special attention was given each day to a particular line of cookery. The demonstrators were all real practising housewives.

On Monday various kinds of economical soups were demonstrated. Tuesday was bread day and various methods of preparing the staff of life were demonstrated. We had old-fashioned bread made from a sponge set over-night, and the newer kind which is made in two hours. The woman who made the "over-night" bread also made coffee cake and doughnuts by the addition of shortening, spices and raisins to the dough. Salt-rising bread, and the real old-fashioned corn bread on which the

South subsisted for so many years, were also made.

On Wednesday one of our local butchers cut up a carcass of beef, explaining the difference in price and nutritive value of the various cuts. After he finished several housewives demonstrated the cooking of the various forequarter cuts. One of them cooked a clod roast and made a brisket stew in the fireless cooker; another explained how she made a tender juicy Hamburger steak from neck meat; a third used neck meat for a beef loaf, and guaranteed it to equal any veal loaf ever made. As members of the Houston League do not use veal, this recipe was particularly apropos. Hind-quarter cuts were not included in the lessons, as the object of the demonstrations was to encourage the use of the cheaper cuts.

Thursday was Sweets Day. Cakes, custards and inexpensive deserts were made and passed upon by the audience, the custard and salad dressing being made from the yokes of the eggs used in the cakes. Friday was Fish Day and Saturday was turned over to the Juniors, the girls making cake, pie, biscuit, coffee and candy.

During the week, talks on sanitation were given by Mrs. E. L. Darwin, State Municipal Sanatist.

Colored housewives were specially invited to the School, and they seemed to be greatly interested. One of them said afterward, "We want a Housewives League," and a teacher of domestic science declared that she had learned more during her week with us than she would in a whole summer course at a recognized educational institution.

Following the Cooking School we had a Dairy Institute, bringing Mrs. Hunter

ANOLA

—the sugar wafer that is daily delighting thousands of lovers of exquisite confections. It is new; it is novel; it is entirely different from anything you have ever tasted. A cream-centered chocolate-flavored wafer that blends in perfect harmony. In ten-cent tins.

ADORA—A delightful dessert confection with a filling of flavored cream.

NATIONAL BISCUIT
COMPANY



Wilson from Fort Worth to conduct it.

Mrs. Wilson is a practical dairy woman who has conducted a successful business for over twenty-five years. She has also made a study of the milk situation in New York and other large cities. Fort Worth sent her to New York and then asked her to write their dairy ordinances. Mrs. Wilson was able to meet the dairymen on their own ground and tell them how it was to their financial advantage to conduct a safe and sanitary dairy.

The State Pure Food Department at our request sent Mrs. Darwin to Houston the same week. It was at Mrs. Darwin's suggestion that we got Mrs. Wilson. Mrs. Darwin held conferences with physicians, the Mayor, the City Health Officer and the chairmen of committees of the League. The Mayor has promised that any ordinance which may be needed to help along the good work will be forthcoming.

The city has within the last week added a food inspector to the staff of the Health Department, and this inspector will take out with him committees from the Housewives League.

The Market Committee of the League has succeeded in getting established the first ward market. The subject of ward markets in this city has been discussed by various organizations for several years, but it all came to nothing, because it was thought necessary to start by

spending a lot of money for buildings, etc. The chairman of our Market Committee has demonstrated that a market can be started successfully without the expenditure of any money. This one is but a beginning, and we hope to have another one before the end of the year.

The League is planning to put on a Rat, Roach and Rubbish Campaign for the purpose of eliminating these pests entirely. Inasmuch as rats, mice and roaches breed most prolifically in places where food is kept and sold, it will be necessary for the details to be worked out in a thoroughly systematic manner.

Another problem which is confronting the League is the duplication of deliveries, especially in the milk business. All this entails a needless waste. Tentative plans have been formulated for overcoming this evil.

The real reason this League has been able to accomplish so much constructive work in so short a time is that we have the active coöperation of a very progressive Mayor. The head of the Health Department is a young and progressive physician, who was keenly alive to the need of the sanitary work which we have done, but who was prevented by lack of money and equipment from carrying out his ideas.

MRS. J. A. HAUTIER,
First Vice-president
Houston Housewives League.

Good Work in Millburn Township

SHORT HILLS, N. J., July 13, 1915.

AFTER reading the stirring reports of the excellent organization and encouraging successes of the leagues of Denver, Norfolk, Houston and Providence in the *HOUSEWIVES LEAGUE MAGAZINE* for May and June, one almost wishes one might live in a large community where the coöperation of greater numbers gives opportunities for greater accomplishment.

The League in this locality has tried to include as much territory and to interest as many people as possible by taking the name of the township, which in-

cludes three or four separate small centers, and many widely scattered homes. It is a distinctly suburban locality, many of its residents buying all their food supplies in one of the four near-by cities.

Our ambition is a well organized local public market, where all residents, wealthy and poor alike, may be plentifully supplied with suitable foodstuffs. Our organization has awakened an increased interest in many of our members in their individual share of the world's work, and also has led to a marked improvement in the standards we set for ourselves and for our retail food dealers.

A sure foundation for good preserves



Clean, dry
Quick dissolving
Easily measured

MAIL TOP OF CARTON FOR FREE ASSORTMENT
OF 100 FRUIT LABELS, GUMMED FOR YOUR JARS.

American Sugar Refining Company

These latter and our local dairies are observing more closely every day the Township health ordinances and the laws of the State Board of Health. From the first moment of our organization, a year and a half ago, the Board of Health of the township has welcomed our co-operation, and since then two delegates from the League have attended each of its monthly meetings.

A yearly clean-up week was suggested by one of the members of the Board of Health and was successfully carried out both this spring and last spring.

Our latest activity was an informal meeting of near-by League branches, suggested by our State Chairman, Mrs.

W. S. Osler. Representatives from Chatham, East Orange, Morristown, Summit, and South Orange responded to the invitation, the object of which was stated to be: first, the desire to promote an acquaintanceship among the neighboring branches; second, to show inactive leagues the possibilities open to them; and third, to talk over improvements needed in the two counties represented. The meeting was very interesting and among its results was the formation of a new branch in a neighboring town.

ANNA V. W. TODD,
*President Housewives League of
Millburn Township.*

July Lectures at Headquarters

[EDITOR'S NOTE.—We call the special attention of all our readers to the lectures and demonstrations now being given at the National Headquarters of the League. We cannot give you the programs in advance because they are arranged only from week to week; but the following will give you an idea of the character of the courses. The lectures will be continued all summer, and as the following program shows, will be specially adapted to summer needs. All housewives who remain in town or who visit the city during the summer are invited to take advantage of these opportunities.]

Luncheons: Good to Look at: Good to Eat: At Little Cost. Demonstration by Mrs. T. B. Richards, Household Efficiency Expert to the National Housewives League.

Laundry Conditions in New York City. Address by Mrs. Julian Heath.

A Vegetable Dinner. Demonstration by Mrs. Frank Ewald.

To-day's Problems in Greater New York. Address by Mrs. Julian Heath.

Boston Brown Bread. Demonstration by Miss Harriet Gorton.

Canning and Preserving. Fourth Lesson by Miss Emma Bossong, Domestic Scientist to the National Housewives League.

Popovers and German Horns. Demonstration by Miss Bossong.

Ice Cream. Demonstration by Miss Gorton.

Creamed Soups. Demonstration by Miss Bossong.

Low-Cost Dinners. Talk on the buying and preparation of the evening meal by Mrs. Richards.

An Experience in Bakery Inspection. Talk by Miss Edith Deshler, Second Vice-President of the National Housewives League.

How to Make Pastry. Demonstration by Miss Gorton.

Sherbets. Demonstration by Miss Gorton.

Some Economical Dishes. Demonstration by Mrs. Frank Ewald.

Luncheons. Demonstration by Mrs. Richards.

Huckleberry Cakes. Demonstration by Miss Gorton.

Frozen Desserts. Demonstration by Miss Gorton.

Canning Lesson. By Mrs. Nellie Snyder, of the New York State School of Agriculture, Farmingdale, L. I.

Fruit Beverages. Demonstration by Miss Anna L. Gunst.

Luncheon Dishes. Demonstration by Miss Gorton.

Junior Housewives League. Meetings have been held every Saturday morning under the direction of Miss Bossong and Miss Gorton.

Wheatena has been demonstrated

As {
A Breakfast Cereal Hot
A Breakfast Cereal Cold
Wheatena Muffins
Wheatena Bread with Raisins
Wheatena Snow Pudding
Fried Wheatena
Wheatena Waffles

at the Housewives League Headquarters
New York

If **You**

have not tried Wheatena in all these ways,
send us your name and address and we will
send you free of all charges a sample package
with instructions how to prepare the above
dishes.

THE WHEATENA COMPANY
WHEATENAVILLE, RAHWAY, NEW JERSEY

Wheatena is on exhibition at Housewives League
Headquarters, 25 West 45th St., New York City

The Housewife's Book Shelf

THE FINE ART OF ENTERTAINING THE BIRDS,
HOUSEHOLD EFFICIENCY, FOOD AND EDUCATION

Wild Bird Guests: How to Entertain Them. By Ernest Harold Baynes. 315 pages. Illustrated. Price \$2.00. Published by E. P. Dutton & Company.

THIS book is published at a time when interest in bird life is increasing all over the country, and its object is to increase that interest, it being the writer's belief that the solution of the problem of bird conservation "lies not in enacting more or better laws, necessary as those laws are, but in the creation of such an interest in and love for birds that a very large majority of people will have not only no desire to destroy them, but will actually fight to prevent their destruction," thus making the birds "as safe as valuable private property."

The surest way to implant and increase this interest, Mr. Baynes thinks, is to teach people how to extend hospitality to the birds. For, he says, "the moment a person—be he man or bird—has accepted our hospitality, has broken bread with us, has eaten our salt, our relations toward that person have changed. We have been looked upon with the eyes of friendship. We have been trusted, and, if we are even half decent, we cannot betray our trust. Through the primitive man which is in most of us, we may kill a bird which we see in the wilderness, a stranger and on his guard; but the bird which comes to our garden, to our home, into our hand, perhaps, at our express invitation, we must protect with all the manliness, with all the womanliness in our make-up."

The book begins with a charming description of life in Meriden, N. H., "The Bird Village," where the feathered folk are treated as honored guests from one year's end to another. Follows a discussion of the economic value of birds and the dangers to which they are exposed from the elements, from disease, from their natural enemies and from man. The

remaining chapters tell us how we may help these persecuted denizens of the air to survive and serve us as nature intended they should. The book is profusely illustrated with charming pictures of bird life.

Efficiency in the Household. By Thetta Quay Franks. 790 pages. Price \$1.50. Published by Doubleday, Page & Company, Garden City, N. Y.

THIS is a book for every woman, says Mrs. Franks, its object being to "save time for the busy woman, save money for the woman who must economize, solve the problems of the young housewife and give American husbands a square deal."

It is a short cut, she explains, toward that efficiency which comes to the English, the French, the German and the Italian housewife by inheritance. In older countries generations of one family have lived in the same environment, according to the same traditions, and have thus worked out the system of household management which best fits their needs.

In America, on the contrary, nothing is settled. Every household is a law to itself. The social status of individuals is constantly changing, and persons of simple tastes and surroundings suddenly find themselves multi-millionaires, with a palace and retinue of servants who appear to know much more about managing a household than they. They naturally take the path of least resistance and leave things to the servants, reserving to themselves only the duty of paying the bills. This results not only in immediate waste and extravagance, but in the acquisition by the servants of habits which bear hardly upon less opulent households.

To meet this need Mrs. Frank presents a plan of housekeeping which she herself has followed for years. Its suc-

(Continued on page 42.)



No Matter What You're Baking

Whether its plain bread or cream puffs, hot biscuit, or angel food—the flour for you to use is

Pillsbury's Best

You don't need one flour for pies, one for cakes, one for bread and one for something else.

Pillsbury's Best is an all-purpose flour. With it and the Pillsbury Cook Book with its tested rules you are *Sure* of wonderful results.

For Easy handling, for sure results, get that flour of Extra Quality—Get Pillsbury's Best.

Beech-Nut Peanut Butter



PERHAPS you've a warm spot in your own heart for some sunny-souled lad—with an appetite as long as his legs and legs getting longer every day.

Appetite says "Food"—and the boy's unspoiled sense of taste says "Sandwiches, thick with Beech-Nut Peanut Butter."

People who are most conscious of *flavor*, when ordering peanut butter, naturally specify *Beech-Nut Peanut Butter*.

Selected Spanish and Virginia Nuts blended by experience, the acrid hearts *completely* removed, the nutritious sweet-flavored parts used, delicately roasted, lightly salted, crushed to the appetizing golden-brown butter.

Beech-Nut Peanut Butter comes in *vacuum-sealed* jars of three sizes—10 cents, 15 cents, 25 cents (in the extreme West, a little more). Your grocer has it.

Makers of America's famous
Bacon—*Beech-Nut Bacon*

BEECH-NUT PACKING COMPANY
CANAJOHARIE, N. Y.

THE HOUSEWIFE'S BOOK SHELF

(Continued from page 40.)

cess, she says, depends upon the faithful performance by the mistress of the house of a daily duty which requires only ten or fifteen minutes of time, but which must not be delegated to any one else.

The foundation of the system is a series of order blanks, one for each day in the year. A menu for the servants' table, appropriate to the time of the year, is provided with each blank, and opposite are spaces in which the menus for the family meals are written. There is also an order list with spaces headed "meats," "vegetables," "groceries."

The daily duty of the responsible person is to indicate in the proper spaces the food she wishes to have served at her table, with the number to be provided for. The cook looks over these menus, and those for the servants' table, and states how much meat, fish, butter, eggs, groceries, etc., will be required to prepare the meals. The responsible person then writes the quantity of each in the allotted space. At the end of the month the bills must correspond with these order lists.

The reason this duty cannot be delegated to anyone else is that only when the orders are written with her own hand can one state positively what is correct in the bills received.

Training the Boy. By William A. McKeever. 363 pages. Price \$1.50. Published by the Macmillan Company, New York.

IN this book Mr. McKeever sets out to outline a course for the "complete and not partial education of the boy." In his scheme the home dovetails with school and college and does not throw upon them the impossible task of educating the boy single-handed. His completely educated boy goes to school with a foundation of obedience, industry and order, and during that period of stress the routine of the home supplements the work of the formal educator. During vacation he is kept near his parents and his time is filled with pleasant and useful work for which numerous suggestions may be found in Mr. McKeever's book. In college his parents retain his confidence, and his surroundings are carefully chosen.

(Continued on page 44.)



**Tired and
Thirsty?**

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**Clean
Wholesome
Refreshing**



The Health of Your Entire Family

lies in the milk bottle.

You must protect it from contamination of dust and deadly germs.

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THE PA PRO COMPANY

Lowville, New York

Please send me samples of the San Lac Seal.

Name.....

Address.....

Milkman's Name.....

His Address.....

THE HOUSEWIFE'S BOOK SHELF

(Continued from page 42)

Play is, of course, recognized as an important element in child life, and both parents and communities are urged to provide more apparatus for healthful and instructive play. Nevertheless, the author points out that too much recreation may be an evil. He calls the motion pictures "unquestionably the greatest educational device of modern times," but says they may be seen too often for the good of the child.

The vocation of the completely educated boy is the subject of much thought and earnest endeavor on the part of his parents and teachers, for "only the genius is sure of his vocation." He is, of course, taught the sacredness of parenthood and, finally, he is encouraged to fall in love with a girl who will make him a good wife.

Chats on Household Curios. By Fred. W. Burgess. 360 pages. Illustrated. Price \$2.00. Published by Frederick A. Stokes Company, New York.

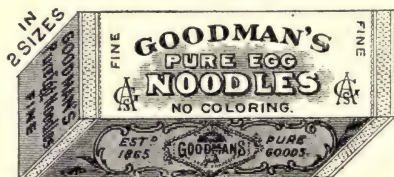
SO long as men care for the memory of the past, a peculiar charm will attach to any material object which has come down to us from previous generations. Written words are but an echo of what has gone before, but the object fashioned and used by vanished hands is more than history. It is a bit of the veritable past surviving into the present.

And since to most people there is no place like home, the material survivals of the domestic life of the past have a charm possessed by no others. Once common things of every-day life, men now seek for them as for hid treasures.

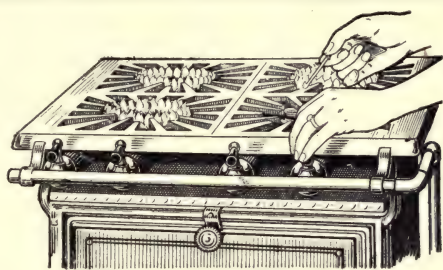
Some collect these objects for the mere

(Continued on page 46)

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Try to light a gas stove with a short-stick match.

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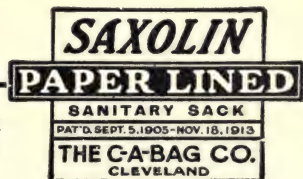
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little cream and fresh fruit added.

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"FORCE" TOASTED WHEAT FLAKES

Every package protected by a waxed-paper wrapper

The H-O Company, Buffalo, N.Y.
Makers of H-O, Force, and Presto.

THE HOUSEWIFE'S BOOK SHELF

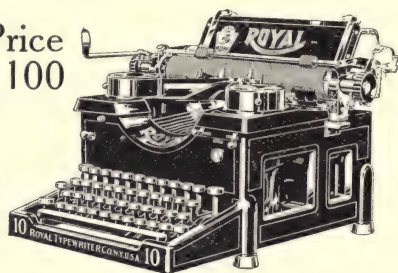
(Continued from page 44)

love of possessing things generally held to be valuable; others for the light they throw on phases of life which the historian did not think worthy of his pen. For this latter class, "Chats on Household Curios" was written.

Food for the Invalid and the Convalescent. By Winifred Stuart Gibbs. 81 pages. Price 75 cents. Published by the Macmillan Company, New York.

THE purpose of this little book is to help "both physicians and social workers in their efforts to treat disease and to conserve health." Part I consists of good advice for selecting, preserving and preparing foods. It enumerates the real staples of diet and tells how they may best be prepared for the table. Part II deals with the preparation of low-priced meals for healthy persons, indicates the amount of food necessary for one week's consumption in a family of five and states the cost of each article listed. It also suggests a diet for children and tells the best way of feeding the sick. Altogether a very handy book for any thrifty housewife.

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A National Movement for the Federation of Housewives

VOLUME VI

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A GROUP OF BABY OYSTERS AND BABY BARNACLES

Who Have Selected the Same Place as a Home

HOUSEWIVES LEAGUE MAGAZINE

VOLUME VI

SEPTEMBER, 1915

NUMBER 3

Before the Oyster Comes to Market

A FEW FACTS ABOUT THOSE FIFTEEN MILLION
GALLONS OF OYSTERS WE CONSUMED LAST YEAR

BY FRANK H. ELSWORTH

DEAN SWIFT remarks somewhere in his writings, "He was a brave man who first ate an oyster." History is silent as to the exact epoch in our past when man first had the temerity to sample the oyster, and only great piles of shells are left to tell us that our ancestors of the cave days had a well-developed taste for the shell-fish.

The epicures of ancient Rome gave the oyster a high place in their favor and many a Latin record of great feasting describes the elaborate methods by which they were prepared. Down through the Middle Ages the record of the oyster as a staple article of diet is to be found. In Great Britain it has enjoyed unbroken popularity for centuries.

The first American colonists from the British Isles learned from the Indians where good and plentiful supplies of oysters were to be found and they soon became an article of local commerce. With steady but slow growth the business progressed until about forty years ago, when oyster dealers awoke to the fact that the demand was far outpacing the supply and that oysters must soon become extinct in American waters unless steps were taken to protect them through the breeding season and to regulate the fishing during the entire year. Since then, almost every Atlantic coast state has enacted laws on oyster fishing and oyster culture, which have served the purpose of protecting the supply from year to year and have made it more nearly possible for the dealers to

keep up with the fast-growing appetite of America for this delicacy.

A VAST INDUSTRY.

THE realization that the demand was permanent immediately stimulated the industry so that rapid strides were made both in the cultivation and in the gathering of the annual crop. A close study of the oyster beds and of the method of reproduction convinced the progressive oystermen that they could add greatly to the chances of good crops by deliberately breeding the oysters.

From the statement that America consumed, during the oyster season of 1913-1914, about fifteen million gallons of oysters, it is evident that the judgment of our fathers as to the worth of this enterprise was well-founded. This vast number of oysters represents no small addition to the food products of the nation. The oysters we consumed last year equaled three hundred million pounds of beef—the marketable product of a herd of three hundred thousand head of prime fatted cattle. We spent fifty million dollars for oysters last year and could put away an additional twenty-five million dollars' worth this year—if we can get them.

New York City alone used two million bushels of unshelled and nearly four million gallons of shelled oysters. Boston, Philadelphia and Baltimore followed with quantities as astonishingly large in proportion to their population.

One hundred thousand people gain their livelihood the year around from

the oyster business, and half as many more are engaged in it during the winter season. So great are the demands of the trade that there are used during a season over eighty thousand boats of twenty tons displacement or greater, to say nothing of the fleet of little fellows ranging in size from a dory up.

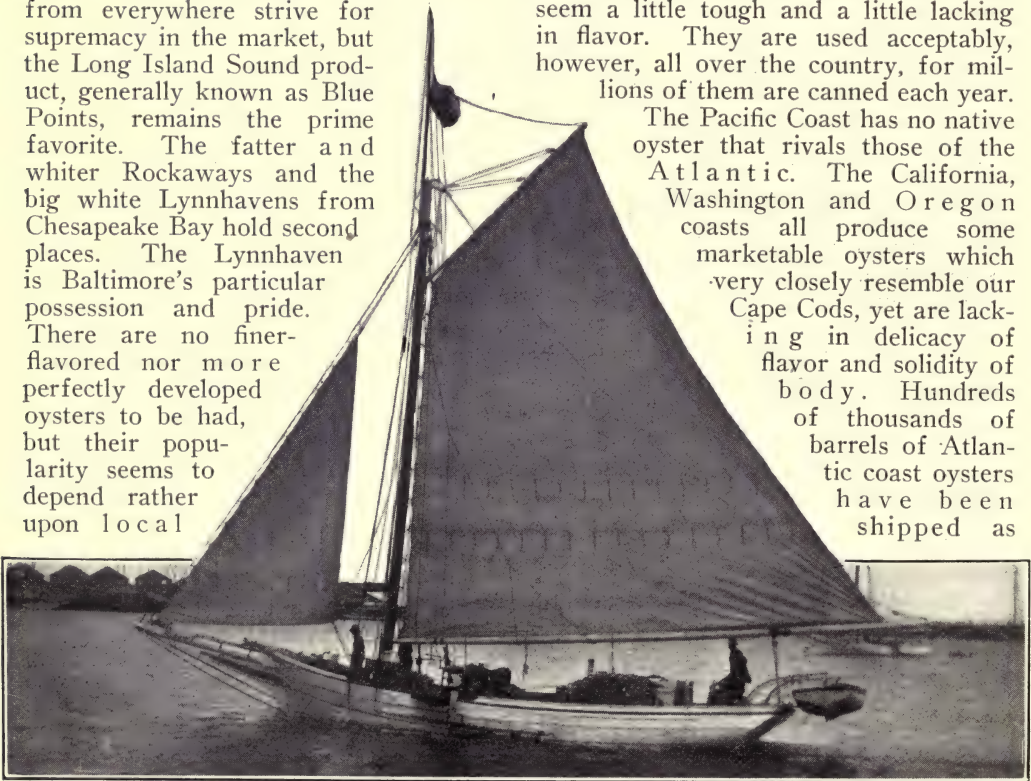
THE PRIME FAVORITES.

THE oysters of the American continent represent several different species and show the effects of varying conditions even within the bounds of a single variety. Up in Ontario and Quebec the prime oyster is the Malapece. Down in eastern Canada it is the Buc-touche. Both are small, very blue varieties of exceedingly fine flavor which are taken from the Gulf of St. Lawrence. Farther down the Atlantic coast the larger and grayer Cape Cod is the standard. In New York the best from everywhere strive for supremacy in the market, but the Long Island Sound product, generally known as Blue Points, remains the prime favorite. The fatter and whiter Rockaways and the big white Lynnhavens from Chesapeake Bay hold second places. The Lynnhaven is Baltimore's particular possession and pride. There are no finer-flavored nor more perfectly developed oysters to be had, but their popularity seems to depend rather upon local

fads and fancies as to desirable sizes than upon other considerations. Along the coasts of the Carolinas and Georgia the largest of America's oyster family are found. These fellows, long and narrow in shape, are like gigantic Cape Cods. They often measure between six and eight inches in length and are sometimes as wide as two and a half inches. They are usually of a yellowish brown color. They are not highly prized as food, and it is no wonder; they are as tough as sole leather.

If you have ever been to New Orleans you have met the prime favorite there, the Gulf oyster. This is one of the cleanest-cut, most attractive-looking of all our varieties. Averaging in size about that of a half-dollar and being more nearly circular than any of the other species of oyster, they make a most appetizing dish. To the northern palate, used to a cold-water oyster they seem a little tough and a little lacking in flavor. They are used acceptably, however, all over the country, for millions of them are canned each year.

The Pacific Coast has no native oyster that rivals those of the Atlantic. The California, Washington and Oregon coasts all produce some marketable oysters which very closely resemble our Cape Cods, yet are lacking in delicacy of flavor and solidity of body. Hundreds of thousands of barrels of Atlantic coast oysters have been shipped as



THE PICTURESQUE BUT IMPRACTICABLE SAILBOAT IS FAST GIVING PLACE TO THE MORE RAPID AND DEPENDABLE FORMS OF STEAM CRAFT AS A MEANS OF GATHERING OYSTERS



THE OYSTERS WHICH ARE NOT DESTINED TO A LONG JOURNEY INLAND ARE PACKED AND SHIPPED AS SOON AS THEY ARE RECEIVED AT THE "FLOATS"

seed to be planted in Pacific waters and the experiments have met with splendid success. Farther north, in Puget Sound, they dredge a very tiny oyster, scarcely larger than a quarter, and of a plump, oval shape and pleasing, blue-gray color. This variety is indeed a dainty. The flavor is improved by cooking and when served in cream, piping hot from a chafing-dish, these little fellows make all the others look to their laurels.

FIVE YEARS TO MAKE AN OYSTER.

IT is during the summer months that the growers are anxiously watching the oyster-beds to learn the prospects for a good supply from three to five years later. It takes as long as that for the oysters to develop to a marketable size. The reproductive activity of oysters begins to manifest itself about the end of May and continues until late August—months without an "R." At this time of the year the parent oysters contain a liquid, largely water, to which a milky appearance is given by the presence of myriads of microscopic, oval bodies. These are the embryonic oysters, or the spawn, as it is called. As the spawn develops the liquid in which it is suspended takes on a grayish tinge. Later, this turns to a dull, slate

gray, having the appearance of a thin mixture of ashes and water.

A single oyster will produce two millions or more of these embryos, the size of which can be imagined from the fact that they live comfortably for six weeks inside the shell with their mother. While still scarcely visible to the naked eye they are provided with long, sensitive, vibrating filaments. These must later serve as a means of locomotion and attachment to a permanent base. At a given time, which is the same for all oysters of the same species living on the same bank, the mother contracts and just as the tide is beginning to come in, throws all the little ones from the shell. This takes place, according to the location and the variety of oysters, between the middle of July and the middle of August. The larvae must now shift for themselves and it is just here that the oyster culturists attempt to give all possible assistance.

The baby oyster desires a solid surface, free from mud and parasites, to which he may attach himself. If given a choice, he will select a calcareous base, and practically all of the original, natural oyster-beds were found upon submarine out-croppings of limestone. The clean shells of other oysters proved

a convenient resting-place for the young ones, and it was the discovery of this fact that led to great advances in the American industry.

Where oyster fishing had been carried on for many years the disposition of the shells had become a serious problem. In some of the southern States one may notice miles of roads made of oyster shells. These were built not primarily because shells made good roads but to dispose of what was considered a waste product. Along the Connecticut and New Jersey coasts lime kilns were started for the purpose of burning the shells for their lime. Some of these enterprises survived for a number of years but the business was not profitable and, one by one, they were discontinued. The shells that have gone into roads or have been burned for lime would be worth an enormous sum to-day.

As the industry of shipping opened oysters grew the piles of apparently worthless shells grew with it. In one vast heap near a shipping wharf in New Haven there were more than six hundred thousand bushels of shells. This mountain of waste became a veritable little gold mine for its owner when the discovery was made that the best possible material with which to catch the spawn was the shells of the parent oysters. The preparation of artificial oyster beds is now a recognized part of the industry. Shells are taken out and dumped in promising locations near natural beds to receive the spawn, and new beds are created by the laying of banks of shells and liberating upon them spawn which has been removed from the shells of marketable oysters, or which has been propagated in "hatchery" tanks in about the same manner that trout and salmon fry are produced for the stocking of lakes and streams.

SURROUNDED BY ENEMIES

OF late years the growers have been planting and transplanting. The unprotected larvae and the baby oyster are fine prey for every prowler of the deep. At the beginning of the second summer the oysters have grown to sizes ranging from one-third to three-quarters of an

inch in diameter and have protected themselves by thin shells. They are still very fragile and can easily be crushed between the thumb and fingers. It is during this period that millions of them become the prey of other creatures of the sea. Crabs, boring periwinkles, starfish, eels, blackfish, bluefish and a dozen other members of the finny tribe swarm upon them for food. In order to protect the young the propagating beds are often located in shallow water and in places protected by currents against the onslaughts of the destroyers.

When the young oysters that have been developed in this way have reached a sufficient size they are taken up and transplanted in a bed where they will grow more rapidly and improve in quality.

This work is always risky and sometimes proves disastrously expensive. Two years ago, one firm expended over \$40,000 in covering a carefully selected acreage of sea-bottoms with shells, in anticipation of a big crop of the young "spat." When the oysters were large enough to transplant it was found that the bed had failed to catch a good "set" and that the entire crop would not produce marketable stock worth more than \$15,000. This "seed" was shifted to the new bed, but no sooner was it all transplanted than a heavy storm came and destroyed nearly all of it.

Despite this risk the growers are busy each year helping nature as far as possible. They distribute hundreds of thousands of bushels of shells over the propagating grounds and watch anxiously to see the result. If the shells fail to "catch a set" the first year, they are cleaned by raking over with a dredge and fresh spawn is added.

The amount of spawn varies from year to year. Some years there is an abundance; others, scarcely any is to be found. Whenever there is a year of little spawn and a general failure of the beds to catch a set, there is sure to be a scarcity in the market three or four years later and the prices will soar correspondingly. It is for this reason that oysters are so much more of a luxury in some seasons than they are in others.

BEFORE THE OYSTER COMES TO MARKET

AS THE BUSINESS PROGRESSED

FORMERLY, the process of fishing was a laborious and tedious one. Armed with a huge pair of tongs, the gripping ends of which formed a sort of basket, the oysterman stood in a small boat and blindly dug away at the bed below. The advent of steam and of the auxiliary motor have, to a great extent, done away with this method among the most up-to-date fishermen. The old-style oysterman with his skiff or catboat and tongs or hand-hauled dredge will soon be only a picturesque memory. He is making way for more modern and expeditious methods.

Nowadays, the oysters are gathered by great dredges hauled by steam craft. An outfit of this description can accomplish in a day what would have taken the men who form the crew a week to do by the old method.

Many of the boats employed in gathering oysters and distributing shells over depleted beds are extremely capable craft, fitted with all modern conveniences and having fine living quarters aboard. In a marine parade off New Haven last summer there were eighty steam dredgers that ranged in capacity from one hundred and fifty to eight thousand bushels of oysters.

Many of the sloops, cat-boats and small schooners engaged in the oyster business are now fitted with auxiliary motors and use the modern dredging method. Of course, there are some sailing vessels left in the trade, but they are fast disappearing. There are a few on Long Island Sound and about the New Jersey coast; most, however, are in southern waters. Chesapeake Bay still has a good many and in the Gulf of Mexico they predominate. On the western coast there are about as many sailers

as auxiliaries, but power is rapidly displacing sails.

The American oyster-boats bring their catches into the home port and discharge them into what are called "floats." These are huge, rough, wooden receptacles like low-built scows or barges. The oysters seldom remain more than a few hours—a day or so at the longest—in the floats. They are taken out as rapidly as possible to meet the demand, which is always greater than the supply. In sacks and barrels and baskets they travel to cities near the coast, and in refrigerator cars to the greater inland cities. Millions pass into the hands of the openers, "shuckers," as they are called in the trade, and are opened at the oyster wharves to be shipped in bulk.

It is estimated that forty thousand men, women and children are engaged in opening oysters every winter. On the Gulf coast and in the most southern Atlantic states negroes and whites are engaged as shuckers in about equal quantities. In Virginia and Maryland the negroes predominate, while in the northern



TAKING OYSTERS FROM THE DREDGE

states comparatively few negroes have thus far gone into the business.

Occasionally, a shucker adds a little to his income by finding a pearl, but this is never more than a trifle, for the pearls are of little value. There has been a prodigious lot of nonsense written about valuable pearls being found in ordinary market oysters. As a matter of fact, the pearls which, once in a while, are found in North American oysters are small, lusterless, of poor quality and have little or no commercial value. The oyster dealers think so little of these pearls that they allow their employees to keep any they may find.

A REVOLUTION IN SANITATION

ONE of the surest indications of the progress of the oyster business is the revolution that has recently taken place in methods of shipment. Formerly, the opened oysters were packed in large tubs, a big cake of ice was put on the top and a tight-fitting cover sealed the receptacle for its journey inland. The ice was not always clean, and, moreover, it melted and the water mingled with the oysters. Even if the ice were pure, the amount of water thus shipped was a costly proposition for the consumer, who paid for it at the local retail price of oysters.

To-day that is all changed. Porcelain-lined metal jars are now filled to the very top with the freshly opened oysters and the lid is then hermetically sealed. The sealed jars are packed in ice in large wooden tubs in very much the same manner as ice cream is packed, and a second cover makes all ready for shipment to any destination that can be reached within several days. When the journey extends over several weeks special arrangements for repacking with ice are made with the express companies. The first case of a can of oysters spoiling in transit is yet to be reported, though they have been shipped to the most remote towns in America.

SOME EXPLODED THEORIES

IGNORANCE, malice and over-precaution, as well as sane science, have been responsible for countless defamatory re-

ports about the oyster and his wholesomeness. Those which have come from authorities on hygiene, warning us against the use of uncooked oysters from waters that are in all likelihood contaminated by the proximity of large cities, are both wise and praiseworthy. Those which are merely concoctions of fancy need no condemnation; they are their own.

It has been proved conclusively that oysters are wholesome and nutritious. A quart of them equals a pound and a half of the best beef in nutritive qualities, and no food reacts more quickly to supply nervous energy than the oyster. Indeed, those who understand the value of the oyster as a food are enthusiastic over its nerve-restoring properties, and it is one of the most popular of foods as an appetizer for that reason. The use of the oyster as an appetizer, however, has been appreciated for a longer time than has its value as a real food. Doctors are more and more coming to realize the value of oysters as a delicate and easily digested food, and are constantly recommending their use in the diet of their patients whose digestive organs are weak and, hence, easily disturbed by more solid foods. It is quite generally agreed to-day, as it has been for ages, that the oyster may be eaten during the "R" months without the slightest danger of unpleasant consequences.

THIS YEAR'S CROP

THE younger oyster is an exceedingly tender and sensitive being and is easily affected by unfavorable weather conditions. A warm, reasonably dry summer is almost sure to bring forth a good crop of fat, tender oysters, whereas a cool, rainy season is quite apt to spoil the crop. The past summer has been a bit too moist for the best growth of the youngest oysters, but unless conditions are more than usually unfavorable during the fall a fairly large proportion of them are expected to come through the trying season safely.

For the present season, however, the reassuring word comes from the oyster dealers that a good crop of oysters is confidently expected.



An Educational Lunchroom

IN WHICH THE LIST OF CALORIES FIGURES NO
LESS PROMINENTLY THAN THE LIST OF COSTS

SIX months ago Gussie B. was living on warm milk, and the doctor in the hospital to which she was sent to have her stomach pumped out said, "I don't think she can live."

Then she got a position as a dishwasher in the Educational Lunchroom conducted by the Board of Health of New York City at its headquarters in Center Street. Now she weighs nearly one hundred and forty pounds and never thinks about her digestive organs.

"I didn't know," she says, when people comment on her improved appearance, "that eating made such a difference."

Gussie's experience is the most striking example of the "difference" which the Health Board's scientifically planned meals have made to those who have eaten them, but similar stories are told almost daily.

Dr. Charles F. Bolduan, head of the Bureau of Public Health Education, which is responsible for the existence of

the lunchroom, notes a marked difference in the appearance of many of the department's employees since the place was opened, and they themselves bear witness to an even more wonderful difference in their feelings. One young woman who used to have a headache every afternoon has it no more and never loses a day on account of illness. Like Gussie, she had never thought of connecting her physical ills with food, but their disappearance under a régime of well-cooked and well-planned meals convinced her that eating did make a difference.

Another young woman benefited so much from the lunchroom that a notice of impending transfer to another borough filled her with dismay.

"I have gained four pounds since the lunchroom opened," she said, "and I don't want to lose them."

Things were fortunately arranged so that she did not have to lose them.

All employees of the city are admitted

to the lunchroom, and many of them come every day from the Municipal Building. It is a long, hot walk for them, but they gladly take it and are loud in their expressions of thanks to the Board of Health for giving them such meals.

"We can't be grateful enough," one of them said to the writer. "Dr. Bolduan ought to be put on a pedestal."

THE Educational Lunchroom was opened only last May but the idea has been incubating in the mind of one of the women employees of the Department for years and has an interesting history. It happens that the chief clerk of the Bureau of Public Health Education, Miss Caroline Whitcher, was brought up on balanced rations, and when she sees people eating strange and peculiar things it disturbs her. It disturbed her to see the lunches which the Department employees brought from home and ate from an improvised table made from boards laid across saw-horses in the bindery, and it disturbed her equally to see the sort of nourishment they got, either from choice or compulsion, when they went out for their meals. She suggested to various commissioners that a lunchroom for the employees of the Department would be

an excellent thing, but public institutions move slowly, and commissioners came and commissioners went without bringing the lunchroom any nearer.

At last, Dr. Bolduan became Director of the Bureau of Public Health Education and in his mind the idea found congenial soil, for he also is disturbed when he sees people eating the wrong things. He objects to it, not only because it is bad for their health, but because it is bad for their pocket-books, and he is now engaged in preparing a series of cook-books designed to teach people how to live well—in the scientific sense—for little money. These books will be adapted to the needs of various classes of the community and published in appropriate languages. Those in English will tell the American housewife how to prepare the simple and nourishing dishes common in Europe, and the Italian, Yiddish and others will teach the foreign housewife how to add American foods to their hereditary dietaries.

Charity begins at home, however, and Dr. Bolduan thought that health education might very appropriately begin at the Board of Health. Pending the preparation of the cook-books, therefore, he determined to teach the Department's employees how to eat. To this end he decided not only to provide good food

for them but to tell them the food value of each dish served and teach them how to make proper combinations. In other words, the menu would record, with the price of each order, the number of calories, or heat units, and grams of protein that it contained, and would also give some rules for the utilization of this information.

The plan was not an easy one to carry out and only the cordial coöperation of the Health Commissioner, Dr. Goldwater, and other members, made it



THE REST-ROOM, WITH ITS ATMOSPHERE OF REPOSE, IS A GREATLY APPRECIATED ADJUNCT TO THE LUNCH-ROOM

AN EDUCATIONAL LUNCHROOM

possible to overcome the difficulties in its way.

Ways and means were carefully discussed and the most economical estimate of initial expenses at which it was possible to arrive reached the figure of one thousand dollars. Dr. Goldwater applied to the Board of Estimate and Apportionment for this modest sum, but the city fathers could not see their way clear to supply it. Dr. Goldwater, however, fully realized the importance of the lunchroom and he determined that the money must be got somehow. By saving in the expenditure of other appropriations, eight hundred dollars was raised, and then some of the Department officials went down into their own pockets for the balance.

The money raised with such difficulty was very carefully expended, and every penny was made to count.

A corner of the library was partitioned off, with sectional bookcases for walls, and in the same way a small dining-room for the officials was divided from the restaurant proper. Chairs were borrowed from the auditorium, and the most inexpensive kind of unfinished, kitchen tables were bought and stained a pretty brown by the Department's employees. For the rest of the furnishings a woman's taste and instinct for bargains are mainly responsible. They are all in restful browns and greens, so that lunch means rest for the spirit as well as refreshment for the body.

Opening off the lunchroom is an equally attractive rest-room with two couches which are the cause of as much gratitude as the lunchroom itself. There will be more of them as soon as money can be spared for their purchase, for at the present writing each one sometimes supports two occupants. There will also be a rest-room for men as soon as an unoccupied corner can be found for it.

A kitchen, small but light and airy, was as carefully and inexpensively furnished as the other rooms, and various "treasures," of whom the cook is the chief, were found to "man" it.

THE menus were drafted by experts in the Bureau of Public Health Education and were then submitted to Professors William J. Gies and Henry C. Sherman of Columbia, and Professor Edward Kellogg Dunham, dietitian for the National Civic Federation.

There is nothing faddy about these menus, and no attempt is made to induce patrons to eat what they don't like just because it is alleged to be "good for them."

"We are running a practical lunch-room where we feed people," Dr. Bolduan says. "We have got to do that, because if no one wanted to come to it, we would have to close up. We call it an educational lunch-room only because we are utilizing the facilities it gives us to teach a few simple food facts."

The dishes are just ordinary ones such as ordinary people commonly eat, but they are made of the best materials, and are so selected and combined that those who want perfectly balanced meals can have them. If they don't want them, they don't need to have them. On each day's menu two balanced rations are suggested, one at a low cost, and the other at a little higher figure, but those who do not want to follow these suggestions can combine dishes from both menus, or choose from another list. The high-cost ration usually costs more than twice as much as the other, besides being somewhat inferior to it, in that it is likely to contain a slight excess of protein; but there are always some people who prefer to pay twice as much as is necessary for their lunch, and whenever such people find their way into this lunchroom they are made to feel quite at liberty to choose exactly the sort of lunch that suits their fancy. No patron is ever obliged to adjust his own ideas of eating to conform to the standards of the lunchroom. Everybody is welcome, even though his ideas as to food may be "strange." The following are illustrations of the two rations, in this case, both of them balanced rations:

LOW-COST BALANCED RATION

	Price	Quantity	Calories	Protein, Grams.
Boiled Rice, Creamed with sugar and butter	5c	2 h. tbsp. 1 h. tbsp.	250 50	7.0 ...
Milk.....	4c	1 gl.-7 oz.	160	7.0
Pie with Amer. Cheese, red...	5c	1/6 pie 1 cu. in.	250 90	4.0 8.0
Bread.....	..	2 slices	140	5.0
Butter.....	..	1/2 oz.	110	...
	14c	...	1050	31.

HIGH-COST BALANCED RATION

	Price	Quantity	Calories	Protein, Grams.
Baked Flounder.....	15c	4 ozs.	70	15.0
Mashed Potatoes, Creamed.....	..	Av. helping	110	2.5
Stewed Corn.....	5c	2 h. tbsp.	110	2.5
Apple Pie, with Amer. Cheese.....	..	1/6 pie 1 cu. in.	300 90	4.0 8.0
Bread.....	..	2 slices	140	5.0
Coffee.....	4c	1 cup
Butter.....	..	1/2 oz.	110	...
Sugar.....	..	2 squs.	60	...
	29c	...	990	36.5

In the list of ready-every-day dishes are found some other instructive figures. It has been the custom of Occidental nations to sneer at the Orientals as rice-eaters, but the wisdom of the East was never more fully justified than in this dietetic habit. We of the West think that we are extremely well fed when we are eating eggs, and would consider it a great hardship to be asked to make boiled rice the *pièce de résistance* of a single meal, but look at this from the Board of Health's Menu Card:

	Price	Quantity	Calories	Protein, Grams.
Eggs, any style, each.	5c	1 egg	80	6.5
Rice, boiled.....	5c	3 h. tbsp.	330	8.0

Five cents' worth of rice not only contains four times as many heat units as an egg but two grams more of protein. Even milk scarcely equals rice in food value, since four cents will buy only 7 grams of protein and 160 heat units. In equal quantities of baked beans and boiled rice, both at five cents, the protein content is equal, but the caloric value of the rice is more than twice that of the beans, 330 to 150.

The only foods on this list that surpass rice in food value are macaroni baked with cheese and the humble sandwich. Two heaped tablespoonfuls of macaroni, at five cents, contain 440 heat units and 19 grams of protein. The sandwiches range as follows:

2 1/2-inch slices, 1 oz. each slice.

	Price	Quantity	Calories	Protein, Grams.
Whole wheat bread sandwiches with Swiss Cheese.....	4c	1 1/2 oz.	330	16.5
American Cheese..	4c	1 1/2 oz.	340	16.5
Ham.....	4c	1 1/2 oz.	280	16.5
Roast Beef.....	4c	1 1/2 oz.	200	17.0
Egg.....	4c	1 egg	220	12.0
Ham and Egg.....	10c	1 egg and 1 1/2 oz. ham	370	23.0

IN order that the patrons of the lunch-room may be able to utilize the information supplied by the menus, the following general instructions are appended under the head of "Food Wisdom":

Food is fuel for the human body.

You need food for two purposes:

1. That your body may do its work. This is done mainly by starches and fats which are usually called fuel foods.

2. That your body may rebuild body tissues such as the organs, muscles, bones and nerves. This is done mainly by proteins which are usually called building foods.

The amount of food required as fuel can be measured exactly, just as an engineer knows how much coal to use to produce a required amount of heat.

The fuel value of food is expressed in terms of "heat units," or calories.

Clerks, stenographers and the average adult doing office work need about 2,500 calories a day. Mechanics and artisans need about 3,000 to 3,500 calories per day, while laborers, longshoremen, and others doing hard work need 3,500 to 4,500 calories per day.

Your lunch should consist of sufficient food to supply about 1,000 calories, ninety per cent. of these should be in the form of starches and fats. Look at the specimen lunches on this bill of fare and notice that this can be obtained for various prices.

Food should have not only sufficient nourishment, but should also supply certain necessary constituents to rebuild body tissue. Chief among these are protein and mineral salts.

Protein is especially abundant in meat, eggs, fish, milk, cheese, beans and peas.

The body needs about three ounces (90-grammes) of protein a day. Study the menu and see that your meal con-

AN EDUCATIONAL LUNCHROOM

tains a sufficient amount of this necessary constituent, but not too great an excess. Remember that protein is the expensive item in food.

The body needs mineral salts. These are best supplied in milk and in fruits and green vegetables.

In milling white wheat flour all of the outer, dark portion of the wheat kernel is sifted out. This is rich in protein and mineral salts. We therefore supply and recommend whole wheat bread.

Notice that the high-cost lunch given on another page provides an excessive amount of protein.

Water is essential in all diets and there are many advantages in taking it with meals.

AND do the patrons of the restaurant really choose their food for its

eleven cents for a nourishing luncheon.

Dr. Bolduan believes that the idea on which the lunchroom is based is thoroughly practical and could be used commercially with success.

"Why," he asks, "shouldn't restaurants advertise the 'Best 1,000-Calorie Luncheon in the City' for so much money? I know a chain of restaurants which have had three hundred and fifty of their dishes analyzed and is therefore in possession of the precise information we are giving in the Educational Lunchroom. Why don't they present it on their bills of fare? It would be a tremendous advertisement for them and I am sure their patrons would appreciate it.

"In the same way, manufacturers of food products could publish their values on the labels and compete in offering the greatest food value for the money.



WHERE THE IDEA STARTED

nutritive value? Yes, Dr. Bolduan says, they do—not accurately, of course, but approximately, and more and more, as the values presented to them every day become fixed in their minds. The use of white bread, for instance, is steadily declining, while brown is taking its place, and the American instinct for getting one's money's worth exerts a steady influence in favor of the low-cost ration. The average amount spent is

'This Can of Spaghetti and Cheese,' for instance, 'Contains So Many Hundred Calories and So Many Grams of Protein—More Than Any Other on the Market.' Also why not say: 'This Can of Beef Broth Is Highly Stimulating, but Has Little Nutritive Value'? Then those who wanted stimulants would buy the broth and those who did not would buy pea soup.

"I believe we are coming to it."

Plumbing Troubles

HOW THEY CAN BE AVOIDED IN THE
NEW HOUSE OR REMEDIED IN THE OLD

BY C. F. HERINGTON

EVERY housewife has the same dismal tale to tell of sudden plumbing emergencies and hurried calls to the plumber, whom she is prone to regard as a necessary evil, to be endured with fortitude when occasion arises and to be soundly rated, after his service is rendered, for his "robber charges." But if she only knew it, the housewife could effect an appreciable saving, both of patience and of money, by learning, for herself, some of the fundamental facts about the plumbing of her home.

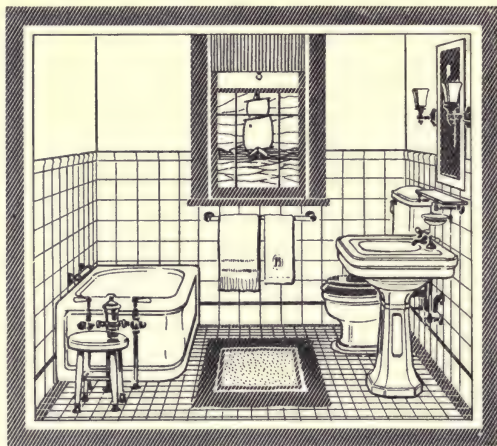
Nearly every one has noticed, under the sink, a piece of pipe, bent to resemble the letter "S," laid on its side. This is what is known as a "trap." Every fixture—and by fixture I mean sink, wash-tub, bath-tub, water-closet, lavatory, etc.—is required by laws of health to have a trap placed close to it, so that all waste matter can pass through the trap on its way down the pipe. In the bottom of the trap there is always a small quantity of water, which serves to absorb the gases from the pipes or sewers, thus preventing odors from coming back into the house.

Most traps are vented. That is, a small pipe is made to lead from the top of the trap to the outside air. If traps were not thus "vented," whenever a large quantity of waste matter was run through the trap, or whenever another

fixture was suddenly emptied, the suction caused in the pipes by the rush of water would be apt to force the water out of the trap, leaving it dry; and an unpleasant odor would soon become apparent, as a consequence.

There is another kind of trap on the market, which is built in such a way that the water is not so easily drawn out of it. The "siphon-trap," as this

type is called, is cheaper in the long run, and where the plumbing ordinance does not require the use of the back vent, as described above, it is usually better to install this sort of trap.



THE BATHROOM FITTINGS SHOULD BE
HARMONIOUS IN DESIGN AND OF
THE BEST QUALITY OBTAINABLE

YOU CAN PREVENT
CATASTROPHE.

ONE of the easiest ways to avoid trouble with your plumbing fixtures is to make sure that the traps are

cleaned out periodically. Simple as this preventive sounds, a plumber will tell you that a stuffed-up trap is the source of most of the plumbing troubles in the ordinary household. Traps should be cleaned as thoroughly as is the sink, or any other fixture in the house, and it is important for this reason, that traps be placed in such a manner that they are easily accessible. At least once a month the caps, which are found on the under side of the trap, should be unscrewed so that the trap can be thoroughly cleaned. If, for any reason, the waste-pipes have become clogged with grease,

PLUMBING TROUBLES

a solution of washing soda or potash will combine with the grease in the pipe, making a soapy mixture which cleans out the pipe.

The presence of grease in the drainage system is apt to cause trouble. Unless precautions are taken to prevent it, grease accumulates on the cold interior surface of the pipe, and, if allowed to remain, fills up the pipe, thus reducing the area through which the water may pass on its way to the sewer, eventually clogging it. To obviate this difficulty, grease traps are provided in most kitchen sinks.

The proper draining of the refrigerator is an important phase of the plumbing system, and is often neglected by the housewife who does not understand its importance. See to it that the waste from your refrigerator is connected to an entirely separate waste-pipe which, at no point, connects with the other waste-pipes in the house. The importance of this item cannot be over-emphasized, for it bears a close relation to the health of the family. Food in the refrigerator quickly becomes tainted if the waste-pipe is not connected as it should be.

The drip-pan should be made in such a way that the drip from the refrigerator passes rapidly through the pan, so that there is no opportunity for the deposit of sediment in the pan. Inside the pipe leading from the refrigerator, just below the top, there should be a strainer to prevent the passage of substances big enough to clog the pipe. This strainer should, of course, be cleaned out frequently. Provision should be made for covering the outlet of the refrigerator during the winter months, when it is not in use. This will keep the odor of sewer gases from permeating the refrigerator.

WHERE QUALITY COUNTS.

THE built-in bath-tub, either of porcelain or enameled iron is being almost exclusively used in the new bathrooms. It takes up the least possible amount of space and presents no awkward places to clean under, as in the other type of bath-tub. It also gives the room a neat, attractive appearance.

In selecting the water-closet, one has a choice of several kinds. There is the closet with the high tank, which is effective in that the height from which the water falls causes it to flow down with a rush, thus cleaning out the fixture more thoroughly than one with slower flow. The low-tank closet has the advantage of being more accessible and hence easier to repair. It can be used, furthermore, in many places where there would not be room for a high tank. The fact that the low tank can be covered, thus preventing the presence of dust and dirt, while the high one must remain uncovered, is another point in its favor. The bowls are of several different varieties, the most common being either the wash-out closet or the siphon-jet closet. Of these, the latter is often considered preferable because it is more nearly self-cleansing, and hence more sanitary.

The types of lavatory are too numerous to mention. The chief point here is to make certain that the faucets are the best obtainable. In general, the lavatory should be chosen to harmonize in style with the other fixtures in the bathroom.

Both floor and walls of the bathroom should be tiled. This is as important to the health of the family as any other item in the plumbing of your house.

THE kitchen sink is subjected to such hard use that it should be chosen very carefully. It must be well-constructed and lined with a material that will stand hard wear. The most satisfactory material for a sink is porcelain, as it is durable, easily kept clean, and attractive in appearance. The glaze on a porcelain sink can be preserved longer if wood mats are used. Wood mats are intended to be placed in the bottom of kitchen or pantry sinks, or upon the top of marble slabs in which the sinks are set. They serve the purpose of lessening the risk of breaking china, and when used, particularly with kitchen sinks, will prevent the scratching and discoloring of the bottom by careless placing of pots, etc., therein.

For the laundry tubs, enameled ware

is fast becoming extinct. It is not durable, rusts easily and often contains crevices in which dirt and germs find lodging place. It is being used, nowadays, in only the cheaply constructed houses. Porcelain is the ideal material for the laundry tub. Although the initial cost of installing a porcelain tub is high, it is more economical in the long run than the cheaper enameled ware, for it is very much more durable. Its saving in the time and energy of the laundress, also, is an item which is of no small importance.

FALSE ECONOMY IN PLUMBING.

THE leaking of faucets is one of the petty annoyances which are always coming up to harass the housewife. But this is often due to false ideas of economy. It is far from economical to buy cheap faucets. These contain rubber washers of inferior quality which soon wear out and must, in the end, be replaced by new ones. It is these cheap rubber washers that cause the constant dripping noticed so frequently in kitchen and bathroom faucets. This continual dripping is not only most exasperating to the one who must spend her day listening to it, but it is also the cause of an appreciable waste of money during a year. It is difficult, sometimes, to believe that small items like these can prove of very great importance, but it has been estimated that a leak the size of a darning needle will waste one pint of water a minute, amounting to over one thousand gallons during a week.

A common omission in the plumbing system of a house has to do with the hot-water supply. In some houses it is necessary to run the water for a time before it begins to run hot. By going to a little extra expense, however, one can have a circulating pipe run from the fixture which is situated farthest from the range boiler. This will cause a continual flow of hot water through the pipe, so that hot water can be drawn at any time immediately upon opening the faucet. The quantity of water saved in this way during a year more than pays for the expense of installing the circulating pipe.

TO those about to build a home I would give this advice. Have as few fixtures as possible, but have those few of the highest quality and fitted up in the best manner. Bear in mind that good plumbing does not consist merely in obtaining the required number of fixtures, irrespective of their relation to each other in construction, design or decoration. On the contrary, each fixture should be so selected that the room, as a whole, produces a harmonious effect. As to the fixtures that are already in your home, if they are poor ones, replace them by good ones. Since there is no single item in the equipment of the house that has a more vital relation to the welfare of the members of the household than the plumbing of the house, one can readily see that it is the poorest sort of economy to have anything but the best fixtures obtainable.

HOUSEWIVES LEAGUE WILL LOOK INTO THIS.

WE understand, says The New York Produce Review, that certain gathered-cream creameries, which have posted conspicuous placards in their plants to caution employees against the danger of moving belts, fly-wheels and other machinery, in their campaign for "safety first," are now contemplating the addition of another warning to the list—"Beware of the Cream Can." The suggestion for this comes from the sad experience of one Archie Byers, of Boonville, Ind., who was knocked unconscious and suffered concussion of the brain when a can of gathered cream he was handling exploded. According to newspaper reports, the lid was blown off with such force that the victim's teeth were shattered when it struck him, and his fall to the floor resulted in further injury.

Evidently a "safety first" campaign in a gathered-cream creamery can only be effectively carried out in connection with a "quality first" policy. Unless a paying-by-grade plan is inaugurated, common prudence demands that every cream can be equipped with a safety valve.

—Reprinted from *Brownell's Dairy Farmer*.

Problems of the Public Market

II. The Difficult Task of the Manager

BY G. V. BRANCH

Of the United States Office of Markets

PROBABLY the average municipal market suffers as much from the lack of proper business management as from any other one thing. The larger proportion of markets are left to manage themselves, and then the cities possessing them condemn the lack of satisfactory service. Is it a cause of wonder that in such markets dealers are in control, prices are fixed, patronage dwindles, and the expected benefits do not materialize? Considering average conditions, how can a city treasurer's office, a board of public works, or a caretaker on a forty-dollar-a-month salary be expected to conduct such an institution successfully when acquainted with neither the problems of a retail public market nor the service which it should render the people? A competent managing official, therefore, can be reckoned among the chief needs of any city that inaugurates a municipal-market system, and such an official should have not only understanding but vision.

TASKS BESET WITH DIFFICULTIES.

AFTER a market is opened to the public, there are two annoying problems which are of almost constant recurrence. To secure healthy competition among sellers, thus doing away with price fixing, and to eliminate dishonesty in all its forms, are tasks beset with difficulties. Most cities give up the attempt, but one of the middle-western municipalities has solved the proposition to its satisfaction. The city retains absolute control of the market. Full reign is given the superintendent of markets, and all responsibility is placed upon him. When he rents either the outside or inside stalls it is expressly stipulated that the prospective occupant can sell there only as long as he deals fairly with the public and so conducts his business that

it does not become detrimental to the best interests of the market. It required the elimination of only three or four undesirables to impress upon all the other dealers the fact that competition and fair dealing must prevail on that market. As a result, not a single complaint of dishonesty has been made by patrons for nearly two years. Better still, no suggestion of fixed prices is apparent, all dealers working on the principle of a large volume of business at a small margin of profit, rather than the opposite method so often apparent in the present retail system.

The efficiency of many municipal markets is greatly reduced by their subserviency to political influence. Often market stalls are made awards for party service, as are also the offices and positions which a market affords. It is hardly necessary to comment on the destructive effect which such a condition exerts both on the market itself and on the benefits which it should render the community.

CREDIT AND DELIVERY.

THERE are many who consider the matter of a credit and delivery service in connection with a public market as a debatable question. This would seem to depend on what are to be considered the logical functions of such a market. If a reduction of food prices through lessened overhead expense to the dealer is one, then credit and delivery at his expense should be discountenanced. To afford any considerable economy, all goods on a municipal retail market should be sold for cash, and carried home unless a common delivery system is available, the charges of which are paid by the purchaser. The equipment for such a system could be furnished by private enterprise, if that

prove satisfactory, or, if expedient, by the city itself. Such a method of delivery in connection with a market is very desirable and can be made practical.

Many markets have found it advisable to rule out telephones on the ground that a telephone order calls for delivery, and, in turn, establishes a credit charge, if, for any reason, collection cannot be made when the goods are delivered. This rule finds further justification in the fact that ordering by telephone prevents the housewife from personally inspecting, before buying, the quality and assortment of products which the market offers.

THE HOUSEWIFE NEEDS MARKET NEWS.

THE possibilities for good of a rationally conducted market news service in connection with a municipal market system are just being realized. The average housewife suffers an almost daily loss through her ignorance of what products the market most liberally affords and current quotations on food-stuffs in general. Intelligent publicity of reliable information of this nature should prove to many cities a service rivaling in value any other feature of public-market activity.

The city of Berlin has worked out this idea very satisfactorily in connection with its municipal wholesale markets. Several municipal sales agents who sell in the central market, either at auction or private sale, report their transactions to the city authorities, and they, in conjunction with the market police, publish the prices obtained in the wholesale market each day in the *Official Market Bulletin*. This practice has proved a meritorious one and is indorsed alike by dealers, trade papers, consumers, and others interested in the distribution of food products.

Let it be said in conclusion that this discussion does not aim to cover fully the field of municipal retail markets. Only some of the more salient points which face a city interested in this problem are treated. Numberless questions of a more incidental nature demand careful consideration when the actual construction and management of a market

are attempted. Nor is it thought that all of the conclusions reached herein can be applied successfully to every city. Unusual local conditions or prejudices might render advisable an entirely different treatment than is here set forth.

While the municipal retail market surely has its place in the present system of food distribution, its introduction should be accompanied with even more mature judgment than would attend the establishment of business institutions by private agencies, for in committing itself to the retail-market policy, a city is departing somewhat from the conservative path. The public market is not a panacea for the weaknesses of the retail system, nor is it advocated that its use should displace the old established agencies of retail marketing. Rather, its service should supplement, coöperate with, and to some extent regulate that which they give.

SUCCESS NOT A MATTER OF REVENUE.

MANY cities measure the success of their markets by the revenue which they derive therefrom. In so far as revenues are an indication of the amount of business transacted, the practice is not especially subject to criticism, but when municipal markets are prized mainly for the high returns which they make from excessive stall rent, then it is very evident that the primary purpose of the market is being defeated by the city itself.

In building a retail public market it should be the aim to furnish first-class equipment for the handling of food products at just as low a rental as is possible, considering the running expenses, investment, interest, and depreciation. A reduction of overhead expense is essential if retail quotations are to be lowered materially. A public market should perform this function of lessening the high operating charges of the retailer, and then steps should be taken to cause this saving to be evidenced in cheaper prices to the consumer.

Considering the financial management of a successful market, there are, very evidently, three methods of operation—at a loss, at cost, or at a profit. Any

PROBLEMS OF THE PUBLIC MARKET

deficiency resulting from the first method must needs be made up by funds derived from some form of tax. It could be justified from a practical point of view only in case the low stall rents charged were responsible for reduced retail prices and marked communal benefits which might result from the effect of the market as a retail-price governor. However, on account of the fact that under average administration the savings effected by such low rentals do not accrue always to the benefit of the consumer, and inasmuch as the policy of conducting such an institution at a loss is apt to engender a great amount of opposition, it is no doubt wise to use some other system.

As the matter of large net profits to be gained from a market is incompatible with the whole municipal-market idea, it remains for one to dwell on the advantages of the second method named, that of conducting the market at cost, with the possible addition of a reserve fund to be used in retiring a certain percentage of the bonds at stated intervals. This idea seems to be the most satisfactory when viewed from all angles. It contemplates making the market self-sustaining, a good feature in any business proposition. It makes for very nominal stall fees, thus lowering the overhead costs to the renter. It placates to a great extent that class of citizens who oppose every civic improvement that calls for an expenditure of money.

LET THE CITY RETAIN FULL CONTROL.

WHATEVER the system employed, it is very essential that in leasing market stalls the city retain full control, making the duration of the lease short, and tenure subject to full compliance with all the rules and regulations of the market. In order to vary rentals when necessary, eradicate dishonesty in all forms, enforce sanitary measures, and apply desirable ideas for the general improvement of the municipal market service, it is necessary that the occupancy of a market stall be subject to speedy termination on the part of the management when conditions warrant.

One of the large eastern cities, owner of eleven municipal markets, recently

faced a crisis in the conduct of this phase of city activity, due to lack of foresight in the financial policy employed when the various markets were built. In order to recover quickly the amount expended for a market, it was the habit to sell the stalls at public auction. Under this system, by the payment of an annual license and rental, the stall practically became the property of the purchaser. It could be rented, traded, or sold the same as any other possession. As a result, when changed conditions necessitated higher stall charges in order to provide a surplus for much needed repairs, this move on the part of the city was met by a suit, instituted by the dealers, denying the city's right to increase the rent specified in the original bill of sale. It required about two years' strenuous work on the part of the municipality's legal department to secure from the courts a sustaining verdict, and in the meantime the markets suffered greatly through depreciation.

Under such a system the value of public property accrues to the benefit of an individual, as is shown by the fact that in this city some of the market stalls are appraised as high as \$3,000, although their purchase price was not more than half that much. Many are subrented for a sum that will bring ten per cent. on their present value and up to twenty per cent. on the original investment. Instances are related of Italian lessees who are now living in their native country mainly on the revenue derived from sub-renting the stalls which they hold in the markets of the city mentioned.

The privileges of subletting space in a municipal market and transferring a lease to another party are freely offered by many cities to stall renters. A little thought should make it evident that either concession is detrimental to the best interests of the market enterprise. By keeping in mind the fact that one of the chief functions of a municipal market is to lower food costs by reducing the overhead expenses of the dealer, it can be seen plainly that the subletting or transfer of a stand, for a substantial money consideration, adds an unnecessary financial burden upon all who rent space in

the market and imposes upon the new occupant the necessity of trying to recover from the buying public the amount of the overcharge which he has had to pay for the use of his stall.

IT OFTEN HAPPENS.

IT is also manifestly unfair to other citizens not so favored for a municipality to furnish low-priced facilities to certain individuals, namely, the stall renters, by the manipulation of which these individuals can realize substantial unearned increment. However, this is exactly what happens when a city leases a desirable municipal market stall for \$72 a year and the renter transfers his lease to a third party for a \$1,200 cash consideration, or sublets the stall at the rate of \$300 per annum. While this is a purely hypothetical case, its parallel in market transactions can often be found almost anywhere, and is a common occurrence in some markets.

Inasmuch as a public market is a community institution, paid for and sustained out of public funds, all values which it creates should be returned to the municipality, except a fair remuneration which necessarily must be paid the stall renters in the shape of profits for the service which they perform. In order that this condition may prevail, one of the requisites is that there be no subletting or transfer of stalls unless, perchance, unusual conditions seem to justify such action. The farmer who originally rented the stand in the market should be the only one who has a right to use it, and, when the occupancy of the original renter is terminated, the space should be disposed of by a routine policy which is understood thoroughly by all parties before any agreement is made. In such a case, any space that has been vacated would probably be given to the first applicant on the waiting list or drawn for by lot.

There Are No Degrees of Truth

BY IRVING R. BRAUNER

THE things I point out below are not new. But they are presenting new problems to the dealer every day, in putting upon him the responsibility of explaining to the consumer that "things are not as they sound."

It seems to me that explanations of the sort made necessary by the instances cited below detract from the force and effectiveness of all advertising. So I'm passing the thoughts on to all interested, for what they are worth.

You are doubtless aware that in the making of trade-marks (whether registered or otherwise) words are coined which may be deceptive, even if not so intended.

For instance, "Spanish Leather," in the commonly accepted sense, is a cotton fabric treated with a coating which is finished like leather. "Non Krush" linen is linen, and "Non-wrinkling" linen is not linen. (Doesn't that suggest *Caveat Emptor*?) Some silk, trade-

marked, I believe, with good intent, has little, if any, silk in it.

You see my point, no doubt. The advertiser who offers furniture of "oak" must back it up with real oak; and the advertiser who offers "Cingalese Oak" (or some such fantasy of which the word oak is a part) can offer white pine with a veneer which isn't even oak, but is printed in such a way as to resemble the oak grain.

Don't you think that truth in advertising is out of harmony with such practices? And don't you believe that if the Associated Clubs, or our own little schoolmaster, will get behind a movement to eradicate the evil practise of conveying false impressions in advertising, and direct that movement with the energy and enthusiasm that are often put into less worthy causes, we shall have established another evidence of our earnestness in practising as well as preaching truth in advertising?

The Well-Furnished House

IT IS BY THE SELECTION OF THE NECESSARY THINGS,
RATHER THAN THE SPECIAL ORNAMENTS, THAT THE
ATTRACTIVENESS OF THE HOME IS MADE OR MARRED

BY HELEN ATWOOD

Assistant in Nutrition, United States Office of Experiment Stations

THE well-furnished house is not one that is cluttered up with things which may be useful or attractive in themselves, but which nobody uses or enjoys, but one that contains the things that are necessary for convenience in working and for comfort and satisfaction in living, and no more. It need not, on that account, be strictly utilitarian; on the contrary, if it were well planned, entirely convenient, and perfectly comfortable, it would also be beautiful, because beauty does not lie so much in the ornaments which are put on a thing as in the perfect adaptation of that thing to the use for which it is intended.

In a collection of historical furniture the most beautiful pieces of each period are not those that are most elaborately decorated, but those in which material and shape and workmanship best answer the needs they were designed to meet. If there is ornament, it does not interfere with usefulness or comfort, and it is so applied that it brings out the inherent beauty of the lines and material. The reason why some of the plain old tables and chairs which we have inherited from earlier times look better than many of the elaborate and showy ones which have just left the factory is that their makers were more interested to make them strong and comfortable than simply to produce novelties the chief merit of which is to catch the eye.

The same principle holds in all household furnishings—in fact, in everything. If a woman tries sincerely to arrange her house according to this idea of adaptation to use, she need not worry about its being "pretty." She may not be rich enough to have expensive things, but if she uses harmonious colors for her walls, floors, and upholstery, and chooses furniture

for its good design and comfort rather than for its ornamentation, her house can hardly fail to be restful and attractive.

It sometimes seems difficult for a person who cannot patronize expensive shops to find furniture with strong and yet graceful lines, wall-papers and upholstery materials in simple designs and soft colors, or china and glass with plain but good shapes and decorations. Nevertheless, they do come in inexpensive grades, and the more people demand them the more dealers will carry them. Undoubtedly, it is easier to take what is offered and to be satisfied with the assurance that "it is positively the latest," even when one's own judgment says that it is neither suitable nor beautiful. If women would insist on getting what they want instead of what the dealer may want to sell, their houses would be better furnished, and they would do much toward improving public taste.

It is possible to carry the idea of simplicity too far. For example, a chair is not necessarily beautiful, comfortable, or easy to take care of merely because it is made up of straight lines. On the contrary, severely plain furniture is often both awkward in appearance and uncomfortable. Too many useless ornaments in a room undoubtedly give it an overcrowded, unrestful look, and have a further disadvantage in making unnecessary work in cleaning. On the other hand, no ornaments at all would make it seem bare and unfriendly. The sensible woman steers between the two extremes and uses a few ornaments, chosen because they are useful things in especially beautiful form, or because they represent the artistic interests of the family, or have the intangible but none the less real value of personal associa-

tion. A usable vase of handsome glass or pottery, a good-looking box for matches, a graceful lamp with a shade which not only throws a good light but is beautiful in shape, color, and design, a candlestick which is a family heirloom, and a few good photographs, or prints of famous places, or pictures in which the family is interested, are examples of ornaments which are suitable, because there is some reason for using them.

WOODWORK AND FLOORS

THE finish of the woodwork and walls of the house plays an important rôle in its general attractiveness and the ease with which it can be cared for. Woodwork of the baseboards, doors, window casings, etc., should be easy to dust and wash. This means round corners and no elaborate moldings. Whether or not such surfaces should be painted, or stained and varnished, depends partly upon how good the wood is and partly upon personal taste. As a general rule, varnished woodwork is easier to keep in order than painted, but paint covers up poor wood better and can be used in lighter colors, a point which is often in its favor in rooms where there is insufficient light, or where a "light" treatment in color and furnishings is desired. Good enamel mixed with the last coat of paint prolongs its life and makes it easier to clean.

For floors, paint is less durable and harder to clean than well-finished waxed varnish, but if the boards are old and rough, it would probably be better to paint them. Carpets or matings tacked down close around the baseboard may be warmer in winter than rugs which do not cover the whole floor, but they are less desirable, because it is so difficult to take them up and clean them. Not only must the tacks be removed from the carpet, but their larger size makes them more difficult to handle than rugs. For months, they remain full of dust which flies into the air when they are walked on, and for this reason they are very insanitary. If a floor is in too bad condition for small rugs, it is better to paint it, and then lay down a carpet rug large enough to cover all but the edges

than to tack a carpet over the whole floor. For the floors of kitchens, bathrooms, and passageways which must be washed frequently some material less absorbent than wood is desirable. Cement is sometimes used for back entries, pantries, etc., but it is hard and cold underfoot for the kitchen. Good, heavy linoleum is perhaps as satisfactory as anything for kitchen, laundry and bathroom, as it is comfortable underfoot, easy to clean, and very durable. Oilcloth is cheaper, but not so durable.

WALLPAPER AS A BACKGROUND

WALLS may be painted with any of the good water or oil paints, or covered with paper. For rooms where the walls need frequent cleaning, or where water is likely to be splashed on them, as in kitchens and bathrooms, a paint which will not be injured by moisture, or some varnished paper or other waterproof material, is preferable. In other parts of the house the ordinary wall-papers are most common because they can be obtained at almost any price and in a great variety of styles and colors. Fashions in wall-papers vary from time to time, taste inclining sometimes toward darker tints or larger figures, sometimes toward lighter colors or inconspicuous designs. Such changes in style are not important, however, and the selection of paper suitable for the room is always more satisfactory in the long run.

In wall-papers, as in furniture, many of the best designs now on the market have been adapted from old ones of different periods. Tapestry effects, for example, are suggested by the real tapestries which covered the rough walls and broke the drafts in medieval houses, and some of the floral designs come from the silks and velvets with which the luxurious palaces of Italy and France were hung. These have stood the test of time because they are in accordance with the fundamental principles of decorative art. One of the reasons why the wall-papers seen in so many rooms are unsatisfactory is that designs good in themselves are used in places where they do not belong. Because a bold floral design car-

THE WELL-FURNISHED HOUSE

ried out in rich brocade looked well on the walls of a Venetian palace, it does not follow that a similar design imperfectly reproduced on paper would look well in a small room of a simple frame house in this country. Extreme designs are always rather difficult to adapt successfully, and it is usually safer to choose simple effects.

It is usually better to consider the wall covering of a living-room as a background than as a decoration. This is especially true if pictures are to be hung against it. In wall-papers, as in dress, inconspicuous designs and neutral colors are more satisfactory for "steady wear" than the reverse, particularly if one is limited as to cost, for "showy" material of poor quality soon reveals its cheapness.

The exposure of a room and the amount of light in it should be considered in choosing the color for the walls. It is well known that cream, yellow, and yellow-brown shades on the walls of a room with northern exposure "warm them up," and that soft greens and grays temper the light in sunnier rooms. As a rule large, striking designs should not be used in small rooms. Stripes also should be used cautiously, especially where the rooms are high. The most satisfactory designs are often those in which the figure almost covers the background or in which the color contrast between the two is not very striking. Some of the best ones combine different tones of the same colors in the background and the figures. A plain paper, such as cartridge, or the various so-called "textile" or oatmeal papers, can be obtained in good colors and at low cost and is always safe to use. There has been a great improvement in the designs of inexpensive papers in recent years, and attractive ones can be found at almost any price.

The color of the walls usually determines the color of the other furnishings of the room, and really good and pleasing effects in house decoration depend more on such color combinations than on any other single factor. If wall and floor coverings, curtains, and upholstery all blend, the effect will be much

more pleasing and harmonious to the eye than if each stands out from the others distinct and hard. A single spot of rich color against such a blended background, say, a table cover, or a sofa pillow, will do more to brighten a room than brilliant colors spread indiscriminately over the walls and furniture. Just as the principal objects in one room should harmonize in color, so adjoining rooms should show in harmonious colors. A hall, for instance, should usually be in neutral tones, so that its color will not clash with the rooms opening from it.

HARMONIOUS EFFECTS

WHAT was said of color and design in relation to wall-paper applies also to carpets and rugs. The rugs should tone in with the coloring of the walls and should ordinarily be darker in shade than the latter, not only because they show soil less, but also because they seem to bring the room and its furniture into their proper relations.

Window curtains serve the double purpose of regulating the light and of breaking the hard, straight lines of the casings. Window shades of Holland or similar material are more satisfactory than draperies for shutting out strong sunshine by day and securing privacy by night, but they do not soften the general light of the room as do draperies. The latter, if they come next to the glass, should be light in color and texture and should be easy to launder. If a little color is desired around the windows, the fashion of hanging straight curtains of some thicker colored material inside thin, white ones of lace or muslin is an excellent one. Some housekeepers use only the thin ones in summer when coolness and air are wanted, and put up the heavier, darker ones when cold weather makes the effect of warmth desirable.

HOUSEHOLD LINENS

IN choosing bed coverings the principal thing to remember is that one wants as much warmth with as little weight as possible. For this reason wool is preferable to cotton, or to wool and cotton mixed, for blankets, comforters, etc. Linen sheets and pillow-cases have al-

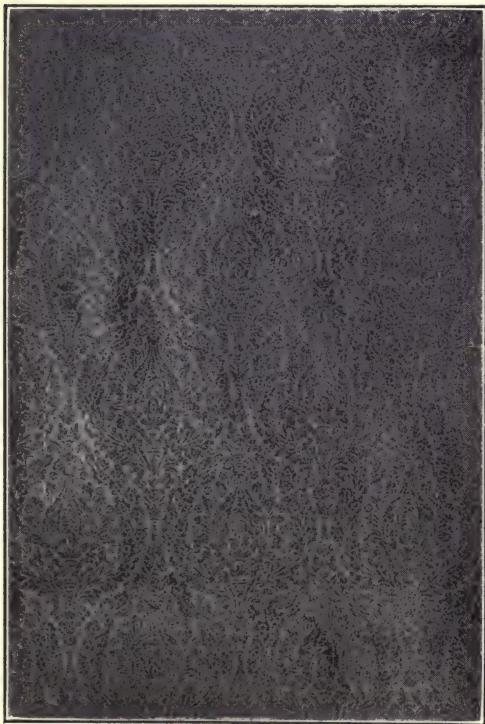
most disappeared from general use because of their high price. Cotton ones are, for all practical purposes, quite as satisfactory. All bed coverings should be large enough to tuck in firmly all around the mattress, a point especially to be remembered in buying ready-made sheets, which are sometimes too short for ordinary beds.

It is generally agreed that some material which can be easily laundered is the best for tablecloths, napkins, etc. Real linen is preferable to cotton, or cotton and linen mixtures, because it lies flatter, does not look "mussy" so soon, does not leave lint on the clothing, and takes a better lustre in laundering. As in almost all textiles, a firm weave is more durable than a sleazy one. Provided the threads are smoothly twisted, coarse table linen is as durable as fine, but it is not as handsome. White is usually preferred to colored material, both because it stands more washing and because it

shows at once whether or not it is clean. If neatness is desirable anywhere, it must be at the table where we eat, and though white tablecloths mean much washing for the busy housekeeper, she should think twice before she substitutes dark-colored cloths which may be dirty before they have to be changed "for appearance's sake."

Linen is usually considered more satisfactory than cotton for toweling, because it absorbs water fully as easily and dries more quickly. Too firm a weave, or too heavy a thread is not desirable, in spite of greater durability, for these make it less absorbent.

The use to which the room is to be put influences the selection of materials for furniture coverings and draperies. Gay, light chintzes or cretonnes are appropriate for a bedroom, which one wishes to have clean and airy-looking, whereas for a living-room substantial material like velour or tapestry is suitable.



A GOOD DESIGN OF PAPER IN TWO TONES
WITH FIGURE NEARLY COVERING
THE BACKGROUND



A STRIKING DESIGN, GOOD OF ITS KIND,
BUT OUT OF PLACE IN AN ORDINARY
PRIVATE HOUSE

Cleanliness in the Bakeshop

IT IS AN IMPORTANT FACTOR IN GAINING THE CONFIDENCE OF THE CONSUMER

BY CHARLES CRISTADORA

SOME years ago, a baker started business in a light and airy back room—his oven the only piece of machinery around the place. This baker had two "notions" in his head that he never let go, quality and cleanliness. Because he bought necessarily in small quantities, and only of the best materials, his profits were small indeed, but he "got along" because a few people knew they could rely upon the quality of his bread. That little back-room baker of not many years ago is now running a number of five-barrel mixers and some smaller ones, and keeping them all busy. He is always in the market for the best—nothing is too good for his bread. Supply salesmen, when they can justly claim something better than their competitors can offer, always find a market with this man. He preaches quality night and day, but the cleanliness of his plant needs no preaching; people can come and see.

WITH the Siamese twins of cleanliness and quality this man made the corner stone of his business—and he has "won out." If bakers but understood the value of cleanliness, those who are not clean would become so, and those who are would more and more obtrude it upon the public—advertise it, call attention to it, as an asset of the business. "He runs the neatest, cleanest bakeshop in town, and no better bread ever came into our home," is a very valuable recommendation from an old-resident housewife to a new one just come to town. Publicity of this kind is more convincing than a handful of circulars or an advertisement in the local paper, where naught is said about either quality or cleanliness.

EVERY cleanly or uncleanly feature in the baker's business is quickly noted by the careful housewife. When a de-

livery man, smoking or chewing tobacco, jumps down from an unwashed wagon hauled by a neglected horse, and with dirty hands takes up three or four loaves and hugs them to his dusty coat, it makes no difference if the loaves be wrapped in waxed paper, it gives the housewife a psychological effect of dirt, so to speak. The discerning housewife notes these things and does some thinking. The cleanliness of the bakery is not favorably exploited by that neglected horse, unwashed wagon and untidy driver. He is the link between the baker and the housewife; he is the baker's representative. He is the only part of the bakeshop the buyer sees and meets, unless she visits the bakery, and she very naturally judges the bakeshop itself from him and his equipment. A driver in a white suit, who, when he lays down the reins, quickly slips on a fresh-for-the-trip pair of white, cotton gloves to handle his bread, carries the impression of the clean bakery and the clean bakers who actually make the bread.

IT is difficult to think of any better advertisement for a bakery than the neatness, freshness and cleanliness, generally, of the delivery outfit, from horse to driver. What does the claim of sanitation in the bakeshop, no matter how scrupulously lived up to, mean to the housewife who sees only a slovenly baker's rig delivering the bread? She notes that the driver, after delivering his loaves, jumps back into his wagon and catches up the reins in his bare hands, and she continues to bake her own bread. How far would that driver get with her were he to solicit her trade? How far would a well-groomed, special salesman from that very bakery get with that woman? How much headway would he make with his superior-quality and clean-shop talk if it were not backed up by visible proof?

HAVING disposed of the unkempt driver, who delivers his clean, shop-made bread, and, incidentally, condemns it, let us go to the next link between the consumer and the baker—the place where the bread is actually mixed, kneaded and baked, and where the proprietor is using quality and cleanliness as his trade-getters, his big advertising cards. The moment the store is closed, this far-sighted baker will have the hose brought into play and the sidewalk well washed. A waste of water? Maybe, but yet a link in the chain of sanitation that should extend from the clean, airy loft where the flour is stored, right along the line, step by step, to the very door of the housewife's kitchen.

THE floor of the retail shop, if washed regularly every night after closing, or every morning before opening, cannot fail to have its effect upon the customer who has her kitchen floor scrubbed but once a week. The cleanliness of the fittings in the store are factors of value. Not every bakery store can have the ultra-sanitary, plate-glass fittings, shelves, etc., but it can have, every little while, a fresh coat of white paint; and washing will keep that paint sanitary. The whiteness of walls and fittings are sanitary factors highly pleasing to the housewife.

WHAT is the impression made on the customer by a plate-glass window of bread and cakes, with buzzing flies and well-patronized sheets of sticky fly-paper alongside the pastry display? This cannot be called effective advertising. When a woman sees a fly-infested bakery window she is not having the idea of sanitation forced upon her attention any more than when, on entering the salesroom, she sees the flies foraging upon the goods exposed upon the counter. The modern woman has a way of informing herself on such subjects as sanitation and when women who know enough to fear the insanitary and dangerous fly are about it is not good business on the part of the baker to fail to notice their presence. The customer sees them if the baker does not.

IT costs money to be clean in the bakery business, just as it does in the dairy business, in fact, in every business where food for humans is produced or prepared. The successful, up-to-date food manufacturer is quite apt to put cleanliness first on his list of requisites, believing, doubtless, that cleanliness is next not only to godliness, but to goodliness, as well—in so far as quality of food-products is concerned, at least.

The members of the Housewives League—that ever-increasing and far-reaching influence for good—feel that quality will have a way of forcing itself upon the palate and are inclined to give cleanliness the first consideration. The endorsement by the Housewives League of any shop as sanitary and cleanly is worth having, and it is, perhaps, worth more to the baker than to any other purveyor of food, for he makes the very “staff of life.” Thousands of women housekeepers who may not be members of this League are guided by the dictum of its certificate of cleanliness conspicuously hung up in the bakeshop.

ONLY half a century ago, the housewife fought baker's bread, because the baker, perhaps, was not clean in his methods. With the advent of the mixing and kneading machine that kept the hands of the bakers out of the dough, things began to change. Other sanitary, “hands-out-of-the-dough” machinery came into play as the months and years went by. The baker was learning the trade value of cleanliness and he began to cry it from the housetops, mention it in his advertisements, inviting his customers into the mixing room in order to show them whether his place and methods and operators were clean. Progress, indeed, and of the right kind.

As the clean-bakery propaganda continued, the housewife, the great competitor of the baker, became interested. Statistics in this country, not long ago, credited the baker with sixteen per cent. of the total loaves of bread baked each year. The percentage of bread-making credited to the housewife began to diminish as bakers became more and more clean. And then the percentage began

to pile up for the baker. Now nobody really knows what it is; but in the larger cities, at least, the public baker—who began as a cipher, doing nothing more than bake the bread the housewife prepared in her kitchen—is probably making seventy-five per cent. of the loaves annually consumed.

Quality and uniformity, of course, have had much to do with the success of the baker, but, in the last analysis, it was probably the cleanliness of the

bakery that won the housewife and will continue to do so. When the exacting housewife goes into an up-to-the-minute bakery, and sees thousands of sacks of flour evolved into a wrapped loaf of bread, untouched even by the hand of the white-clothed, cleanly attendants, and sees that bread distributed in clean, white automobiles, by white-clothed, white-gloved drivers, she sits up and takes notice. Cleanliness in all food-producing lines is a good thing. It pays.

The Science of Canning Vegetables

IT BAFFLED OUR GRANDMOTHERS, BUT IS
QUITE SIMPLE WHEN ONE UNDERSTANDS IT

BY MRS. NELLIE F. SNYDER

WITH all their boasted domestic skill our grandmothers never attempted to can vegetables. Unless they could be dried, the choicest products of the garden were left to rot upon the ground when they could not be eaten at the time, or given away. Peas, beans, asparagus, corn, etc., "won't keep," they said, and accepted the matter as a law of nature against which there was no appeal.

To-day, we know why these excellent housekeepers could not keep vegetables, and why we can. The matter was certainly past their finding out, but is as simple as the egg of Columbus, when one understands it.

WHY FOOD SPOILS

THE microscopic plants which cause decay are of three kinds, yeasts, molds, and bacteria. Yeasts thrive in substances containing sugar and are easily killed. Molds also grow in sugar mixtures, as well as in acid substances, like fruits, to which yeasts and bacteria are not at all partial. They are more resistant to heat than yeast, but are usually killed if kept at the temperature of boiling water for fifteen minutes.

Bacteria thrive in milk, meats, and vegetables rich in protein, and possess peculiarities, which make them hard to

handle, and which quite baffled our grandmothers.

All known species of molds require air in which to work, but among the bacteria found in vegetables some will live and multiply with no air at all.

Bacteria reproduce in two ways, some by simple division, and others by the production of spores, which correspond to the seeds of an ordinary plant. These seeds are more resistant to heat than the parent bacterium, and while the latter may be killed by boiling for fifteen minutes, the former survive and give birth to a new generation of bacteria, and if these happen to be the kind that require no air for their development the exclusion of air affords no protection against their activities.

LATEST APPROVED METHODS

THERE are three ways of overcoming these difficulties. One is to boil the vegetables continuously for five hours, and another to boil them for an hour on each of three successive days. The first boiling kills all the molds and practically all the bacteria; the second kills the second crop of bacteria before they have had time to develop spores; and the third is an extra precaution to make assurance doubly sure.

This last method is known as inter-

mittent or fractional sterilization, and is recommended in many of the printed instructions for canning vegetables, but it has now been superseded by an easier one.

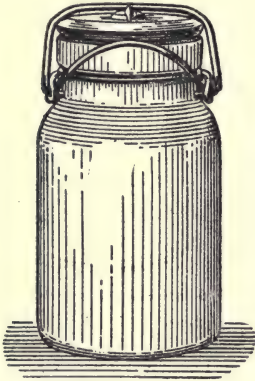
The newer method is based on the fact that bacteria, like human beings, can stand continuous extremes of temperature better than sudden changes from hot to cold.

Following this clue, experts have found that if a vegetable is first heated to the temperature of boiling water, by boiling or steaming for about fifteen minutes, and then suddenly chilled, subsequent boiling for an hour and a half, for most vegetables—or two hours if

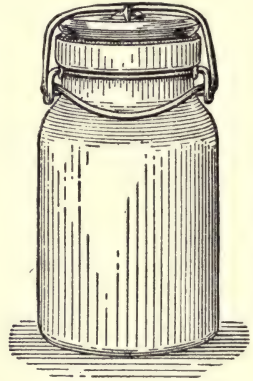
of the country, city dwellers may not always find it worth while.

But if one has one's own garden, it certainly pays to save the products that would otherwise go to waste, and in the case of certain vegetables like corn and green peas, the home-canned product, if carefully put up, is much better than anything one can buy.

Select, of course, vegetables that are at their best, neither too young nor too ripe, because it is not worth while preserving any other kind, and have them as fresh as possible. The ideal is to can them straight from the garden with the dew still on them. If you have to buy them, see that they are delivered to you fresh



POSITION OF SPRING DURING STERILIZING



POSITION OF SPRING AFTER STERILIZING

two-quart jars are used—will kill not only the bacteria, but the spores.

The preliminary scalding or steaming is called "blanching," and has the advantage of eliminating some objectionable acids before the vegetable is put into the cans. This process is said not to dissolve the mineral salts that are so necessary to health, for the reason that boiling water, or steam, closes the pores of vegetable substances like those of meat.

Having once mastered this principle, the canning of any sort of vegetable—peas, beans, asparagus, squash, corn, etc.—becomes a perfectly simple matter. It is more work than canning fruit, and in these days of commercial canning and markets supplied most of the year with fresh vegetables from different sections

and unwilted. If, for any reason, you are unable to can them immediately, put them in a cool, damp place. Never leave them in water, as this starts fermentation.

The best jar for any kind of canning is the one with a wide mouth and a wire clamp. The old-fashioned screw top is an excellent hiding place for germs and hard to sterilize. It may be risked in canning fruit, but should never be used for vegetables. One does not want to risk doing so much work for nothing. The spring-top jar is more expensive than the screw-top variety, but as the spring-top jar is better made, the loss from breakage is less than if the screw-top jar is used, making it cheaper in the long run.

SPECIAL DIRECTIONS

DIFFERENT sorts of vegetables have to be treated somewhat differently.

Greens of any sort should be steamed for from fifteen to twenty minutes before being plunged into cold water, a treatment which serves the purpose not only of giving the needed shock to the spores, but of reducing the bulk of the greens to convenient proportions. A little chipped beef and olive oil, with about a teaspoonful of salt to each quart jar, may be added when they are packed in the cans.

Cauliflower, cabbage and Brussels sprouts should be soaked in salt water for about thirty minutes before blanch-



MANNER OF TESTING

ing, then blanched in boiling water for about five minutes.

Carrots, parsnips, beats, turnips and sweet potatoes should be blanched long enough to loosen the skin, which, after the plunge into cold water, can easily be rubbed off. Corn should be blanched on the cob for from five to fifteen minutes. It can then be sliced from the cob or canned whole.

It is always worth while to can corn if you can get it in prime condition. Until recently the canning of corn has been considered a very difficult, if not impossible, task, but if the precautions suggested above are conscientiously fol-

lowed, little or no difficulty will be experienced in preserving this vegetable. As the sugar content of corn diminishes rapidly after the ear is pulled from the stalk, it ought to be canned, if possible, within an hour after it is gathered.

Lima beans, string beans, peas, okras, etc., should be blanched from two to five minutes, and if a small pod of red pepper is placed in the bottom of the can in which the string beans are packed, it will give them a delightful flavor.

Squash and pumpkin can be canned either raw or cooked. In the former case, it should be cut into cubes and blanched in boiling water for ten minutes. After cooling and packing in the jars an hour's additional boiling will be sufficient. In the latter case, cook for thirty minutes to reduce to pulp, and then sterilize for an hour. No chilling is necessary.

Winter squash and pumpkin can, of course, be kept without cooking until December or January by those who have proper storage facilities. Then what is left can be canned. At this time cans which were filled with other things at the beginning of the season will be available for a second service.

After blanching and cooking the vegetable to be canned, pack it in a sterilized jar and add, in most cases, a level teaspoonful of salt to each quart. Carrots, parsnips and sweet potatoes will take a teaspoonful to a pint. Fill up with boiling water, put on the glass covers and the rubbers, and press the lower part of the spring into position, but not the upper part. If the jar is closed tightly, the expanding steam will burst it.

Now proceed as when canning fruit in the jar. If you have no commercial canner, you will probably use your boiler, but if you have only two or three cans, something smaller and easier to handle will do. All that is necessary is a vessel that will hold the water and the cans, with something on the bottom to keep the latter from too close contact with the fire. If you have no rack for the purpose, you can lay strips of wood on the bottom, or even towels. But as the towels might scorch, it is better not to use them if you can avoid it. If the

jars have to be crowded, put something between them to keep them from touching and see that the water covers them.

On removing the jars from the water, press the upper part of the spring into place and cover them with a towel while cooling, to protect them from drafts, which might cause them to crack.

After the work has been completed and the jars set aside for a few days, they may be tested by loosening the springs and lifting by the glass top. If the top stays on, all is well, for if any bacteria remain, the gas they will liberate inside the jar will counteract the pressure of the atmosphere. Keep the jars in a dark place, as sunlight will destroy the color of the vegetables, and look them over occasionally to see that they are all comfortable.

Tomatoes may be canned like fruits, as they really are a fruit and not a vegetable. The quickest and easiest way is to cook them until soft and put them into sterilized jars. To can them whole, loosen the skins by dropping for a minute in boiling water, and peel. Put them into the jars and fill with water,

adding a teaspoonful of salt to each jar, and sterilize for thirty minutes.

To sterilize the jars invert them in cold water, bring to the boil and boil for ten minutes. Also boil the covers but not the rubbers. Wash them and drop in boiling water just before using. In handling the sterilized top and rubber be careful not to put the fingers on the bottom of the one or the inner edge of the other. Do not remove the cooking vessel from the stove, but carry the jar to it. See that the contents are boiling when put in. If set on a towel wet either with hot or cold water, the jar will not break.

If properly canned, vegetables lose very little of their flavor and none of their color. It is almost impossible, in fact, to detect the difference between the canned product and the fresh. A great part of the flavor of all foods depends upon volatile oils and mineral salts, and these are preserved by cooking in a closed container, whereas they would be dissipated by a comparatively short period of cooking in an open vessel, giving to the cooked food a flat, insipid taste.

Food In Relation to Man

BY HATTIE L. COLBURN

Of the Schenectady Housewives League

ONE of the oldest sayings in the world, "You can always find a way to a man's heart through his stomach," is one that women need to study.

If women want to make their husbands happy—and that settles the happiness of the home—they should study food and how to use it to the best advantage.

When you send your husband, son, or brother out to business in the morning, improperly fed—the breakfast perhaps thrown on the table by a careless or untidy girl—he has lost his appetite, which probably was not of the best, and has gone to work out of sorts and unfit for the day's work.

He may have to eat luncheon at a restaurant, and therefore it is important that he start the day well fortified.

If he knows that when he comes home to dinner he will find what he will enjoy, and what will agree with him as well, he comes home happily, and that means he sits up straight in his chair, laughs and enjoys himself, all of which helps digestion.

If he comes home anticipating a poorly cooked meal, he is cross and the atmosphere is unhappy for the whole family.

Now, my friends, study food. Be an expert in the art of preparing it, even if you are too busy to do the cooking yourself. And when you find indigestion troubling the male portion of the family it is quite time to try a new cook, for you will surely find that she has grown thoughtless and careless about the quantity of butter and other troublesome ingredients that derange the digestion.

The Power of Intelligent Consumption

IT IS DOING MORE THAN ALL OUR CLUMSY
LAWS TO PURIFY THE AMERICAN FOOD SUPPLY

BY EUGENE CHRISTIAN, F. S. D.
(In the National Magazine)

I WAS invited some time ago by Mrs. Julian Heath to address the members of the Housewives League, which is the biggest organization of women in the world, as the cause it has espoused is the greatest cause that can engage the attention of womankind, or even of "mere man."

The Housewives League is constructing the other pillar under our wobbly top-heavy economic system. They propose to steady this uncertain structure and level conditions between the now remote ends of production and consumption. For the last hundred years man has devoted most of his thought to production and distribution, but practically no thought has been given to intelligent selection and consumption, which in reality is the last and most important link in our great commercial chain.

A group of manufacturers could hitherto sell anything that a billboard said was good to eat, and the housewife would buy it.

The Housewives League is building up a great organization of intelligent buyers with the intention of equalizing the price paid by the housewife with the cost of food from the farm or mill, perfecting the pure-food propaganda and improving upon the present clumsy pure-food laws—for verily the housewife is the court of final appeal, and what she says "goes."

A dozen committees from as many different organizations might call on a grocer, and protest against his selling "oxide-of-copper peas," or "formaldehyde milk," but if uninformed housewives kept calling for this stuff, Hans Schmidt would continue to sell it. But let a half dozen of Herr Schmidt's housewife customers modestly suggest that if he does not handle pure food, they will transfer their patronage to one who does,

Herr Schmidt will obey with alacrity. He will search the utmost marts of trade for food that will meet the approval of his housewife customers and shun with fear and trembling anything that bears the stamp of doubt. Intelligent buyers are making honest grocers, and through the grocers this principle is filtering back to the jobbing houses, and the jobber is handing it back to the manufacturer. The Housewives League is making intelligent buyers, and intelligent buyers are doing more to purify the American food industry than all our clumsy and complicated laws.

Intelligent selection, economic buying and purity of all table products are the three great purposes of the Housewives League. Speaking of the work of the League, Mrs. Heath, the President of the League, has said:

"The whole world has been talking about the high cost of living, but practically nothing has been done to educate the very ones who control the expense of the family table. Society says to the man, 'earn.' This League is saying to the women, 'learn.'"

"We do things, not through committees, but through individuals. We do not seek to put criminal manufacturers in jail, but we seek, by united effort and education, to destroy the demand for his fraudulent goods.

"So long as the housewife can be imposed upon, there will be impostors. So long as she will accept fraudulent foods, there will be fraudulent manufacturers to supply her. So long as she is willing to pay twice what a thing is worth, there will be plenty of people to accept this profit.

"The whole question of both purity and economy in our national food supply goes directly back to the intelligence of the housewife. Not long ago woman

was both producer and consumer, but to-day she is only consumer; nearly all family supplies come from great centers. This feature should bring about better economic conditions, but exactly the reverse has been the case.

"The housewife has the power to solve all these problems, but it can only be done by education and real knowledge. This is the purpose of this organization."

Mrs. Heath conceived the idea and formed the Housewives League about three years ago. The master hand of this plucky, brainy woman has reached out across the continent and planted this organization in every state in the Union. It is affiliated with women's clubs every-

where. Whole state organizations have joined this movement in a body, and are giving it their support. It has now over eight hundred thousand members.

Woman is a natural economist and also a moralist. She has always stood for purity both in the kitchen and the parlor, but she has stood alone. The Housewives League is uniting this tremendous power; it is multiplying it by the thousand; and just as the influence of one good brilliant woman is felt in the house, so the influence of this great organization will soon be felt in the nation.

Every mother, every wife and every bachelor girl in America should become a member of the Housewives League.

The Inhumanity of Haphazard Ordering

BY GABRIELLE ROSIERE

IT IS strange how few people seem to realize the long hours and other trials imposed on grocery boys and delivery men by late orders, which often might wait until the following day, or for which the buyer might call or send her children. The number of well-intentioned persons who will telephone at six o'clock for something to be sent that evening, or stop on their way home in the late afternoon to order something sent which they might easily carry, is astonishing.

At six-thirty in the evening, when a store which has been open all day ought certainly to be closing, it is no unusual thing to see the grocer's boys filling the wagons with orders lately received, and on Saturday night, or those preceding a holiday, they work from early morning until nearly midnight.

A baker told me recently that his afternoon orders caused infinite trouble, as their uncertainty made it impossible to know how many bakers ought to remain, and they necessitated, besides, the keeping of extra horses, as those used in the morning were too tired for the later deliveries.

Bakers, milkmen and many others who bring our purchases to our doors, commence their routes between three and

four in the morning, and work until four or six, and often later, in all kinds of weather, and their lot is hard enough without any avoidable additions to their burdens.

And then the poor horses who make endless trips in all kinds of weather over slippery, icy or burning pavements, when a little thoughtful care on the part of the patrons of the store would lighten their loads and lessen the number of deliveries!

And the errand boys and those who push carts for small deliveries, after five hours in school—why should their hours of untimely toil be prolonged all for the sake of saving us a little thought and inconvenience?

Many and late orders may be obviated by having a pencil and pad in the kitchen and planning the daily menu the day before; staples may just as well be ordered on Friday instead of Saturday; while a few jaunts to the shops for things forgotten will be found to improve the memory of the careless housewife surprisingly.

In the name of humanity let our haphazard methods of ordering household supplies cease.

Glimpses of our Leaders

MRS. C. M. LILLIE

Chairman of the Housewives League of Colorado

BY JEANETTE FRANKLIN

[EDITOR'S NOTE.—One of the many pleasures which have come to the President of the Housewives League, and, in a lesser degree, to all the members of the National Executive Committee, through their connection with this great movement, has been the acquaintance it has brought them with the women who are leading it in the various states and cities. The President has had the pleasure of meeting most of these leaders personally. The other officers know them at least by correspondence, and so at Headquarters the League has come to seem like one big family. We feel that this pleasure should be shared with all our members, and therefore we are arranging to publish a series of articles about our leaders, giving you a little glimpse of their home life, along with the story of their public activities.]

"GO over to the Woman's Club and write up the meeting," ordered the City Editor, one Monday afternoon last spring. The fact that I was obliged to ask, "What meeting?" must show that I had come but recently to Denver. "Housewives League, of course," snapped the Editor. "Begins at two-thirty, sharp."

I had not much faith in the "two-thirty, sharp," part of this announcement, but when I reached the club building at a quarter of three I found the meeting well started, though from time to time I noticed women hurrying in, looking a little shamefaced at being late.

My attention was at once attracted by the woman on the platform who had risen to introduce the next speaker. Tall, and with an unconscious poise and grace, she was a figure to command the admiration and respect of every one.

"Who is that?" I asked of the woman next me.

"The president, Mrs. Lillie," she answered, with scorn for my ignorance and annoyance at being interrupted, for she was very busy listening to the speaker,

a man who was putting his whole soul into explaining what an evaporating plant would do for the consumer, as well as for the farmer, of Colorado. I became interested, and when the meeting was dismissed—promptly at four o'clock—I waited to speak to Mrs. Lillie.

In the few minutes she was able to give me I learned more about the city of Denver, what had been done in the way of improvements, and what needed doing (and, therefore, was go-

ing to be done), than I have heard before or since from any one person.

"But tell me something about yourself," I begged when she had given me the information I sought about the Housewives League. "You have not always lived in Colorado, have you?" For there was something about her general



MRS. C. M. LILLIE,
Chairman of the Housewives League of Colorado

appearance that did not belong to the born Westerner.

"No," she answered, "but I hope to live here, always. I came from Rhode Island, but I have lived in the West so long that I feel I have become a part of it."

As she continued, explaining to me the work and aims of the League, growing enthusiastic over the reforms she hoped to bring about, I became more and more lost in admiration of this woman, who, having devoted her life to her family, could, after her children had gone away from home, step into the world and take a prominent place in the life of the city. She belongs to nearly all the clubs that are taking an active interest in the welfare of Denver, and holds an honored place in each of them. Her interests are of the broadest, and to each she gives a part of herself, for Mrs. Lillie does not believe in holding an office in name only.

She is an ardent political worker in both city and state, and has done much to bring about better legislation. She is vitally interested in civic and educational matters, and the City Federation, which is one of the leading organizations of Denver and is composed of both men's and women's clubs, stands as a monument to her work.

The greater part of her attention, however, is devoted to the Housewives League, which she has founded and made a power in Denver. She has achieved that seemingly impossible task—enlisted as co-workers the tradespeople whose prices she strove to lower. And it is not only the tradespeople whose sympathetic coöperation she has won. The city authorities and the Governor of the State, appreciating her tact, courage and unvarying fairness, are not only heartily endorsing her work, but are lending their assistance wherever it is possible.

THE JUNIOR HOUSEWIVES LEAGUE

Making Hard Work Easy

DETAILS THAT SEEM TRIFLES TO THE BEGINNER OFTEN
PLAY AN IMPORTANT PART IN THE ART OF COOKERY

BY EMMA BOSSONG

HOW many times I have heard busy mothers say, "I should be so glad to have my little daughter help me around the kitchen and to show her how to cook the things she is always begging me to teach her, if only she did not make such a muss whenever she works in the kitchen. If she would only clean up when she is through!" And how many times I have seen a girl start in happily to make a cake or some muffins, full of enthusiasm at the prospect of the task before her, and have watched her at the end, surrounded with dirty, sticky dishes, tired and discouraged and vowing almost tearfully that she "never, never will cook another thing as long as she lives!"

I have been wondering why this state of things is necessary. And I have decided that it isn't. I know that it is not

necessary because I have seen many a girl work deftly and neatly in a kitchen, cooking all manner of complicated dishes, and leave the kitchen in the same apple-pie order in which she found it, with the exception, perhaps, of the addition of a shining, frosted cake, or a plate of deliciously browned muffins; a little tired, maybe, but not in the least disgruntled with the whole realm of cookery—far from it.

And the difference is just this. People who cook, both young and old, must learn to use their heads as well as their hands while they are working. By a little forethought a girl can make one dish do the work of three or four dishes—and when she has finished, she will have one dish to wash and wipe in place of three or four.

At the Headquarters of the House-

JUNIOR HOUSEWIVES LEAGUE

wives League, the other day, I watched a group of little girls making tea biscuits and cocoa. After these girls had rolled out the biscuits and had put them safely into the oven, I noticed that, instead of having a discouraging pile of dishes to wash, they had less than a dozen dirty dishes to take care of. And this was because each girl had been using her head while she was working and had tried to see how few dishes she could use.

For instance; these girls measured everything with the same measuring cup, measuring first the dry ingredients, which did not soil the cup, and then the wet. And they saved themselves a great deal of time and energy, besides, by seeing to it at the beginning that everything which they were going to need was right there beside them, so that it was hardly necessary for them to move away from the table where they were working. The result was that when they were through they were neither tired nor discouraged, but full of pride for the light, delicate rolls they had made and eager for another opportunity to cook.

PERHAPS some of the Juniors who read this will like to know how these girls made their delicious rolls. This is how it was done:

CINNAMON BUNS

- 2 cups flour
- 4 teaspoonfuls baking powder
- 2 tablespoonfuls sugar
- 3 tablespoonfuls butter or fat
- $\frac{3}{4}$ cup milk
- 1 teaspoonful salt
- Extra butter, currants and sugar

Sift the flour, salt and baking powder together. Add the butter or fat, mixing thoroughly with a fork until the mixture has the appearance of corn-meal. Add the sugar and then the milk gradually. When evenly mixed roll out on a floured board quite thin and spread with melted butter. Sprinkle a layer of sugar, cinnamon and currants over the rolled dough. Roll this up, cut in short pieces and set them on end in a greased baking

pan. Bake in a moderate oven for thirty minutes.

A Few Things to Remember

Always use level measurements, as this is a more accurate way of measuring than with rounded or heaping measurements.

Never add the next ingredient until the last is thoroughly mixed.

When adding milk or other liquid to the flour it is best to add gradually, as in this way less liquid is used and the dough is lighter and more delicate.

In rolling out dough, always toss it lightly on the floured board, using the hands as little as possible. The less handling, the lighter the dough.

Dough should be rolled from the center out, pressing very lightly on the roller.

WHILE their biscuits were baking these girls made cocoa by using the following recipe:

BREAKFAST COCOA

- 2 level teaspoonfuls cocoa
- 2 level teaspoonfuls sugar
- $\frac{1}{2}$ cup hot water
- $\frac{1}{2}$ cup milk

Mix the cocoa and sugar together in a saucepan. Add the hot water, mix, and allow to boil for two minutes. Then add the milk, and when it has reached the boiling point, remove the cocoa from the fire and serve immediately.

In order to avoid soiling unnecessary dishes, the girls mixed the cocoa and sugar right in the saucepan in which the cocoa was to be cooked. Milk should never be boiled, so the girls watched the cocoa very carefully after adding the milk, and as soon as the milk was hot, removed it from the fire.

Cocoa is much better if it is served as soon as cooked and not allowed to stand. Many people like to beat the cocoa vigorously for a minute just before pouring out, thus making the cocoa frothy on top. This process is called "milling."

News From the Field

Pure Drinks for New Jersey

HOUSEWIVES HELP REPUTABLE
BOTTLERS TO CURB ADULTERATORS

NEW BRUNSWICK, N. J.,

August 10, 1915.

DURING the summer just past the citizens of New Jersey who are in the habit of quenching their thirst with soft drinks have had reason to thank the Housewives League for a great improvement in those beverages. The use in non-alcoholic drinks of saponin and saccharin and other less-known adulterants is now absolutely forbidden, and the use of artificial colors and flavors must be indicated on the label by the word "artificial," or "imitation."

The housewives were far from being the only persons who wanted this law. The majority of the bottlers appeared to be equally strong for it. But we seem to have been the deciding factor.

Previous to the passage of this law, New Jersey was flooded with impure drinks, not only of home manufacture but from Pennsylvania. The bottlers who wanted to put up decent drinks evidently found it difficult to compete with the adulterators without lowering their own standards, for when a bill to prohibit the use of adulterants came before the Legislature in 1914, we found all the bottlers, with the exception of the West Jersey Bottling Association, standing for it. It is probable, in fact, that the bill originated with the bottlers, as the Health Board of Newark, a great bottling center, took the initiative in the fight. Our State League worked hard for this bill, but it was defeated. Next year a bill precisely similar, except for a labeling provision, was introduced, and the bottlers who were supporting it appealed to us for help.

Our State Chairman, Mrs. Wilbur F. Osler, was unable to be present at the hearing held before the Judiciary Com-

mittee in March, but our League was represented by two members of the Public Health Committee of our state organization, Mrs. C. F. Adams, the chairman, and myself. We were the only women among sixty men and at first were inclined to be nervous; but as the hearing progressed we became so interested that we forgot our conspicuous position.

The spokesman of the West Jersey Bottling Association was their president. Mr. Hertz and his arguments against the bill were most interesting and amusing. He had brought a complete assortment of the disputed ingredients, and showed us drinks made with and without them. Saccharin he defended on the ground that it was used by diabetics as a substitute for sugar and therefore must be harmless in soft drinks. As for saponin he assured us that the froth produced by it served the useful purpose of keeping the oxygen in the drink longer. He produced drinks of both kinds and asked the committee to observe that in those made without saponin the foam lasted only twenty minutes, while in those containing this ingredient it remained for thirty minutes. The extra ten minutes, he argued, was a great advantage to the consumer. This was too much for me.

"Do you really think," I asked, "that anybody is going to wait twenty minutes, or half an hour, after a glass of soda water is put before him before he drinks it?"

The other bottlers seemed to enjoy this question—and others that we asked. One of them, an irrepressible little Scotchman, was so pleased by the points we made that he kept rushing up to us and congratulating us, even before the hearing was over. Afterward, we were told that what we said at this hearing

decided the fate of the bill. Naturally, we were much elated.

Before the hearing was half over the opposition saw that they had lost out on the question of saponin and saccharin, and they concentrated on the labeling provision. The bill required that the label should be placed on the body of the bottle, but the bottlers argued that in this position it would come off when the bottle was placed on ice. They expressed a willingness, however, for no clearly explained reason, to label the ten-cent bottles, if they were not required to label the five-cent ones. It happens that the small bottles are the ones oftenest sold to children, and we pro-

tested that we were more concerned about the children than about any other class in the community. The opposition proposed that the label should be put on the cap. This is, of course, removed, in most cases, before the consumer sees the bottle, but those who know the law can insist on seeing the bottle before it is opened.

I suggested that the label should be put on a paper collar around the neck of the bottle. This did not become part of the law, but I have been told that some of the bottlers have since adopted the idea.

EDITH DESHLER,

*President New Brunswick
Housewives League.*

Better Milk for Houston

HOUSTON, TEXAS, July 10, 1915.

THE campaign for clean milk which was begun some months ago by the Housewives League has been closely observed by the people of Houston, and the League has received much commendation for what it has accomplished.

Already the campaign has brought about some noticeable improvements, while not less than seventy-five per cent. of the dairymen visited have signified a desire to improve their plants.

Some of the dairymen were irritated by what they considered our interference with their business, but most of them understand that the conditions under which the milk our children drink is produced and handled is quite as much our business as theirs. One of them wrote to our president, Mrs. J. Edward Hodges:

"I believe, as a whole, the dairymen want and need the assistance of the League. I think, too, that the Housewives' League has awakened not only the dairymen but the whole people. In times gone by, the majority of the people were satisfied with milk as long as it looked nice, never questioning how it was produced. Now they are beginning to realize that it ought to be pure and clean. I do not see why there should be any feeling of resentment on the dairy-

man's part against the League, for I feel it wonderfully helps those who help themselves."

Another dairyman says:

"I think your League has done a great service to the public in improving the dairies. Some of them I have known for a long time to be in a very deplorable condition and really not fit for anyone to use milk from. I consider that your League has been of great assistance to the milk inspector. In the past, not having a motor car, he has been unable to do the very important work he has done this season with your assistance."

Finding the dairymen so anxious to improve and not knowing always just how to go about it, we arranged, at considerable expense, a Dairymen's Institute and invited the dairymen to attend. Mrs. Hunter L. Wilson, of Fort Worth, who was asked to conduct it, has not only made an exhaustive study of the dairy question, but for twenty-five years has been herself a practical dairywoman. She was able to meet the dairymen on their own ground and tell them how she herself had solved the problems they were facing. She advocates no expensive equipment, but just simple cleanliness.

"I disapprove," she told the dairymen, "of milk machinery, of anything that has pipes and tubes to get greasy and

dirty. It is difficult to clean them, and I do not consider them worth much to the business. I advocate and practise simple methods; milk healthy cows and kill off unhealthy ones; keep absolutely clean premises; clean out every day; and keep the milk cool in delivering it. I make but one delivery a day, beginning about seven o'clock, and the milk which I deliver one day keeps well until the next, because it is produced under perfectly sanitary conditions."

Mrs. Wilson made a strong point of the one delivery a day, and the dairymen cordially agreed with her. If they were not compelled to come more or less long distances into town to deliver milk at night, the dairymen said, the saving would enable them to equip and conduct their dairies in a sanitary manner.

Large numbers of dairymen attended the Institute and all of them seemed to be deeply interested in what Mrs. Wilson had to say. At the express desire of the housewives many of them came right off their wagons and left their hot coats at home.

In addition to the dairymen everyone who wanted pure milk was invited to attend the Institute, and Mrs. Wilson emphasized the fact that to attain this end the coöperation of the public as well as of the dairymen was needed. In particular she impressed upon the housewife the importance of sending back clean bottles to the dairy.

"Not only is the bottle in which milk has been allowed to dry hard to clean," she said, "but it attracts flies as it is carried through the streets, and it is hard to get rid of these flies after the bottle reaches the dairy."

In the new milk ordinances which are to be drafted it is proposed that the return of dirty bottles shall be made a punishable offense.

The work of inspecting the dairies which furnish the milk supply of Houston is being carried on vigorously under the direction of Miss Sallie L. Bell, the League's secretary. Miss Bell gathers together a committee of housewives every Saturday morning at nine o'clock,

and the City Milk Inspector takes them to see any dairy in which they are particularly interested.

In a good many cases the visit is made by special invitation, for every dairyman who has a plant that he is proud of wants us to see it. One man invited us to an ice-cream party in his dairy. Dr. C. C. Green, head of the Health Department, was also a guest, and he said afterward that the dairy was the "prettiest he had ever seen."

The milk and refrigerating rooms, which were cleaner than most kitchens, had cement floors and were well screened. For milking, each man dressed in a clean, white suit, and between each milking he washed his hands.

Before the cows are let into the milking stalls their feed is prepared for them, and after they are in their heads are secured in stocks. The whole equipment is so arranged that they cannot drop any food on the floor.

After this party, Mrs. Hodges said:

"It gives the Housewives League great joy to see dairies of this kind. Words cannot express the gratification we feel in seeing the dairymen coming to the front and the earnest efforts they are making."

In another dairy which we visited they had an interesting method of preventing the cows from carrying flies into the screened milking barn. The animals enter the barn through a dark tunnel which turns at right angles, and pass under two sets of curtains which brush the flies from their backs. This keeps out practically all of the troublesome insects.

The reason we have been able to make such progress with our milk campaign has been that we have had the cordial coöperation of the Mayor and the Health Department.

For over two years, Dr. Green has been doing all in his power to improve conditions in the dairies, but has been so handicapped by lack of equipment and public indifference that progress has been slow.

MRS. J. A. HAUTIER,
First Vice-President Houston Housewives League.



Royal BAKING POWDER

is always given preference in those kitchens from which food of the highest quality is served.

Ingredients of baking powder that are badly compounded, "uncertain in action, digestion-retarding, or impure, are not only injurious to health, but make the food unpalatable.

The cream of tartar of Royal Baking Powder has the same wholesome effect on the digestive system as the cream of tartar in grapes, from which it is derived.

No



Alum

Advertisements for food supply stores are guaranteed for sanitation only.

Saving the Fig Crop in Louisiana

NEW ORLEANS, August 6, 1915.

OWING to the high price of sugar the canneries in Louisiana are not putting up their usual amount of fig preserves, and a great part of the crop in consequence has been left to rot.

These facts being reported to the Housewives League of New Orleans, a lesson in fig preserving, free to all members, was immediately arranged, so that they might take advantage of the glut in the market in the easiest and most economical way.

The officers of the League saw no reason why the price of sugar should stand in the way of preserving this fruit; for if sugar is higher, the figs are cheaper.

This lesson was only the beginning of a course planned by our Committee on Domestic Science. Following the example of the national body we mean to have an extensive course of lectures for housewives who want to learn modern methods.

The New Orleans League, which has hitherto existed as a department of the City Federation of Women's Clubs,

lately became an independent organization and has made extensive plans for reducing the cost of living and improving the conditions under which food supplies are handled in the city.

Buyers' Leagues are being established in different districts of the city through which we hope to get poultry, butter, eggs, etc., from the rural districts, and distribute them to our members. We have no intention, however, of trying to eliminate the middleman. We want to establish just and equitable conditions of exchange, with due regard for the rights of the producer, the middleman and the consumer. These Buyers' Leagues are only temporary expedients and will be abandoned as soon as satisfactory relations with the producers are established by other agencies. At the present time, the housewife pays almost uniform prices for farm produce from one month to another, getting scarcely any benefit from seasons of overproduction.

MRS. H. B. MYERS,
President New Orleans Housewives League.

Elizabeth Welcomes Housewives League

THE Housewives League of Elizabeth, N. J., has been cordially welcomed by the citizens of that town if one may take the utterances of the Press as an expression of their opinion. The *Daily Journal* says:

"The home magazines have been teaching a great deal in recent years about home economics, sanitation and household management. The work they have done has been splendid. They have had a large and interested audience. But they cannot do the work as directly and intelligently as it may be done through such

organizations as the Housewives League. A body of intelligent, earnest women working together for better household conditions in a community like Elizabeth should accomplish important results."

Wrapped Bread for Norfolk

NORFOLK, Va., August 4, 1915.

WE have at last secured wrapped bread. The three largest bakers are wrapping their loaves, and the first one to put wrapped bread on the market made a very gratifying announcement in which he gave the credit for the innovation to the Housewives League.

HELEN C. WHITEHEAD,
President Norfolk Housewives League.



Keeping Quality in the Pantry



EVERY product of National Biscuit Company is the result of a fixed purpose to send the best of biscuit into American homes. When you buy biscuit baked by National Biscuit Company, you are buying the best of flour and sugar, butter and eggs, flavors and spices, fruits and nuts. More than that, you are receiving the advantages of skilled effort, intelligent supervision, rigid cleanliness and absolute knowledge. That's why careful housewives constantly keep a good supply of National Biscuit Company products in their pantries.

NATIONAL BISCUIT COMPANY

Uneeda Biscuit are used in thousands of homes because they are perfect soda crackers, made with infinite care, from materials of the finest quality. Five cents.



Flavor such as you never before tasted in a Graham Cracker. Their freshness and nourishment put N. B. C. Graham Crackers on the daily menu of thousands of families. Five and ten-cent packages.



Social Tea Biscuit are small, slightly sweetened biscuit that can be used with creams or ices, with dessert, for luncheon or dinner or at any time of day. Ten cents.



From My Housekeeping Experience

PRIZE RECIPES AND PRACTICAL HINTS CULLED FROM VARIOUS SOURCES

[EDITOR'S NOTE.—All our readers are asked to contribute to this department. Each housewife has something good to pass on to others, and the greater her interest in the larger housekeeping the more likely is she to have valuable ideas about the practical details of housewifery. It is our purpose to publish in this department each month the best ideas, or recipes, of members of the League.]

PRIZE RECIPES

I TAKE great pleasure in submitting to the other members of the HOUSEWIVES LEAGUE a few of the bread recipes which I have found good and for which I have received prizes in bread contests.

BREAD SPONGE

- 2 tablespoonfuls flour.
- 1 tablespoonful salt.
- 1 tablespoonful sugar.
- 6 medium-sized potatoes (mashed)
- 1 cupful boiling water, in which potatoes have been boiled.
- 1 quart warm water.

Add salt and sugar and boiling water to flour. Then add mashed potatoes. Mix thoroughly and let mixture cool. Add one yeast cake which has been well soaked in luke-warm water, and flour enough to make a thin batter. Beat until thoroughly mixed and let rise again until light and foamy. This sponge can be used as a foundation for any kind of bread. It is well to save one cupful of the sponge to use in starting the bread next time.

RUSKS

- 1 cupful bread sponge.
- 1 cupful sugar.
- 2 tablespoonfuls butter.
- 1 teaspoonful salt.
- $\frac{1}{4}$ teaspoonful cinnamon.
- 4 eggs.

Add sugar, shortening, salt, cinnamon and eggs, unbeaten, to the sponge. Let rise two hours, or until very light. Shape into small balls, or into finger rolls, and place close together in a buttered pan. Let rise till the dough has doubled its bulk and bake from twenty-five to thirty minutes in a moderate oven. These have a tender crust and are delicious to the last crumb.

GRAHAM BREAD

- 1 quart bread sponge.
- 2-3 cupful sugar.
- 1-3 cupful butter, melted.
- 1 teaspoonful salt.

Add sugar, melted butter and salt to the sponge. Stir in enough Graham flour to make an easily handled dough. Knead on floured board until tender and pliable. Shape into loaves and let rise to double the bulk. Bake one hour in a moderate oven. Wrap in a damp cloth and let stand till cool.

Graham bread should rise only once after being made into dough.

MRS. J. F. McCLURE,
Marsh, Mont.

SUMMER FLAVORS IN WINTER

PARSLEY and celery are always pleasing additions to the flavor of soups, stews, creamed meats and vegetables, and other highly seasoned foods. A few of the leaves of the fresh celery stalk, cooked with a mixture, go a long way in imparting to the dish the flavor of celery. Fresh parsley is attractive when chopped fine and sprinkled over the top of a dish. It is often difficult to procure these very useful little herbs during the winter. When they are out of season, however, their flavor can still be obtained by the use of the dried leaves and stalks, if one has been provident enough to prepare them when they were in season.

To dry parsley and celery for winter use.—Put in paper bags and hang where the contents will dry slowly.

To chop parsley.—Dry thoroughly by pressing gently in a towel. Gather parsley between thumb and finger and press compactly. With a sharp vegetable knife cut through and through. Again



Carnation Milk demonstrated to thousands of men and women

Thousands of men and women are visiting our model condensery on the Exposition grounds at San Francisco.

There they see every step in the production of Carnation Milk; they enjoy it whipped, in chocolate and coffee, in ice cream and candies, salad dressings, etc. They learn at first hand its purity, economy and safety.

What Carnation Milk Is

Carnation Milk is just pure, sweet, fresh, cows' milk, brought to the consistency of cream by evaporation. Hermetically sealed and sterilized, its high quality remains unchanged, and it is absolutely safe from contamination. Two sizes—"tall" and "baby"—your grocer can supply you. Keep several cans of both sizes in the pantry and open it as you need it. *Its convenience will appeal to you as much as its economy and rich flavor.*

If you are not going to San Francisco, we want you to know and enjoy Carnation Milk just as our thousands of visitors do. Use the coupon below for our new cook book.



Pacific Coast Condensed Milk Co.

235 Stuart Bldg., SEATTLE, WASH., U. S. A.

Please send me your new cook book, filled with special evaporated milk recipes and containing "The Story of Carnation Milk," as it is demonstrated at the San Francisco Exposition.

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Address _____

Advertisements for food supply stores are guaranteed for sanitation only.

gather in fingers and recut, so continuing until parsley is finely cut.

FLORENCE WELD,
New York City.

TESTED AND FOUND GOOD

The following recipe for vanilla ice-cream has been voted particularly good whenever it has been served. It has the advantage of being inexpensive and easy to prepare and, if directions are followed carefully, never fails to produce a cream that is especially rich in flavor and smooth of texture.

VANILLA ICE-CREAM

1 pint milk.
1 cup sugar.
2 eggs.
2 tablespoonfuls flour.
1 pint cream.
1 tablespoonful vanilla.

Scald the milk. Mix the eggs, sugar and flour together and stir in the hot milk gradually. Put this mixture into a double boiler over the fire and stir constantly until it thickens. When cold, add the vanilla and the cream and freeze.

EMMA BOSSONG,
New York City.

August Lectures at Headquarters

[EDITOR'S NOTE.—We call the special attention of all our readers to the lectures and demonstrations now being given at the National Headquarters of the League. We cannot give you the programs in advance because they are arranged only from week to week; but the following will give you an idea of the character of the courses.]

Scalloped Salmon. Demonstration by Miss Gorton.

Canning Lesson. By Mrs. Nellie Snyder, of the New York State School of Agriculture, Farmingdale, L. I.

Fruit Soups. Lecture by Miss Anna L. Gunst.

Luncheons. Lecture by Miss Emma Bossong, Domestic Scientist to the National Housewives League.

Desserts. Lecture by Miss Bossong.

Frozen Desserts. Lecture by Miss Bossong.

Salmon Loaf. Demonstration by Miss Harriet Gorton.

Fruit Beverages. Demonstration by Miss Gunst.

Lecture and Demonstration on How to Use Fresh Lobster. Lecture by Mrs. M. C. Pickett, President of the American Lobster Distributing Company. Demonstration by Mrs. Jeanette Young Martin.

Green Vegetable Soups. Lecture by Miss Bossong.

How to Make and Bake Cinnamon Rolls and Buns. Demonstration by Mrs. L. W. Campbell.

The Newest and Best Methods of Canning. By Mrs. Snyder.

Suggestions for Attractive Breakfast Dishes. Demonstration by Miss Bossong.

Cannelloni of Beef. An Appetizing Meat Dish for Dinner. Demonstration by Miss Bossong.

My Experience in the Inspection of Ice Cream Factories. Lecture by Miss Edith Deshler.

How to Make an Old-Fashioned Peach Short Cake. Demonstration by Miss Bossong.

Canning and Preserving. Demonstration by Mrs. Snyder.

Attractive Ways of Preparing Rice. Demonstration by Miss Bossong.

Salmon Loaf. Demonstration by Miss Gorton.

Seasonable Fruit Pies. Demonstration by Miss Bossong.

Junior Housewives League. Meetings have been held every Saturday morning, under the direction of Miss Bossong and Miss Gorton.

RECOMMENDED BY MRS. HEATH

HONORARY VICE-PRESIDENT,
Mrs. FRANCIS J. SAYRE.

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National Housewives League Inc.

OFFICE OF THE PRESIDENT

FEDERATED HOUSEWIVES

National Headquarters, 25 West 45th Street, New York City
Telephone, Bryant 4513

General Chemical Co.
25 Broad Street,
New York City, N. Y.

July 26th,
1915

Gentlemen:

This is to certify that the
Ryzon Baking Powder, manufactured by the
General Chemical Company, has passed all
tests necessary to secure the official
endorsement of the National Housewives
League.

Our investigations are thorough
and complete and in granting this official
endorsement we can recommend Ryzon Baking
Powder with entire confidence to all
housewives.

Yours very truly,

JDH-S

Julian Denay Heath

The Housewife's Book Shelf

TRAINING OUR DAUGHTERS, HOLDING OUR SERVANTS,
SOME THINGS WORTH KNOWING ABOUT A HOUSE

Training the Girl. By William A. McKeever. 337 pages. Illustrated. Price, \$1.50 net. Published by the Macmillan Company. New York.

"**T**RAINING the Girl" is a book for the thoughtful mother. Prof. McKeever begins his study of the training of girls with the first conscious efforts of the baby girl to adapt herself to her surroundings, and takes us through to the time when the young woman is ready to take her place in the world's work. The book is not a series of "don't's" and "do's," but rather an interesting discussion of the "why's" and "wherefore's" of the development and training of girls, all set forth in such clear and entirely readable manner as to make the book one of ready reference for the puzzled mother.

Prof. McKeever approaches his subject not merely from the standpoint of the growing girl but looks toward the day when the full-grown young woman will begin to measure herself by a standard of intrinsic value, finding her joy and satisfaction in life in being really worthy within. "Not mere getting, enjoying and consuming the fruits of others' labor; but giving, producing, and contributing to the well-being of society—this is suggestive of the balanced program of training and development necessary for rounding out the life of a growing child. Teach the little daughter to use her head, her heart, and her hands with equal facility; give her little problems of her own to think out; give her little occasions for pouring out her heart's love where it is needed and appreciated; give her opportunities again and again to train her hands to perform the thousand-and-one work-a-day tasks that constitute a part of the life occupations of every good woman—give your daughter all these forms of discipline, and the day will surely come when she will rise up and bless your memory be-

cause of her very great worth to the world."

The two extreme classes of girls—the girl who must spend her adult life in some industrial pursuit and the girl who may never have to turn her hand to the task of self-support—are included in this comprehensive analysis of the girl problem. In the author's mind these two types of girls are not so far apart as they might seem. They present very much the same sort of problem. Each must be taught from the very beginning how to understand the other and to realize her own relation to the general scheme of things. The general aim in part is this:

"We sincerely desire and hope that the girl destined to a life of industry and the other one destined to a life of affluence shall always know each other through and through; that they shall be prepared to dwell in the same community with the highest possible degree of mutual sympathy and good fellowship. We desire also that the girl of industrial life shall be so masterful in her place as to receive a large increment of joy and satisfaction from her work, and as to be not altogether envious of her sister of the so-called upper ranks. And we desire that the other one shall have been made so intimately acquainted with ordinary girlhood work and industry as to be prepared to think lovingly and sympathetically of all the women who toil, and as to be deeply imbued with the thought of doing her part toward the amelioration of their condition."

To accomplish this aim the author points out the fact that the wise mother, in directing her children's play, sees to it that they are not taught to look upon their activities merely as play. Every reference to their play should be in terms of work and industrial occupation so that they are not made to feel that their play

(Continued on page 54)

A NEW RECIPE

Wheatena Bread is just the right kind. It is easy to make, it tastes good and has a lot of nourishment.

1 cup of Wheatena
3 cups of boiling water
 $\frac{3}{4}$ cup luke warm water
 $1\frac{1}{2}$ yeast cake
5 cups white flour
3 tablespoons light brown sugar
3 tablespoons melted lard
1 tablespoon salt

Pour boiling water over Wheatena, stir well and cool. Dissolve yeast in the $\frac{3}{4}$ cup warm water, add to Wheatena, also 1 tablespoon of the sugar and 1 cup of the flour. Beat well and let rise $1\frac{1}{2}$ hours. Then add rest of the flour and sugar, lard and salt. Knead 10 minutes after dough is on the board and let rise until double in bulk. Keep dough in kneading soft as possible. Greasing the hands will facilitate the work. Mold into loaves, fill pans $\frac{1}{2}$ full and let rise until double in bulk. Brush melted butter over tops. Bake 45 minutes. Be sure and follow these directions closely.

*If you are not familiar with Wheatena
send for free sample package and booklet*

THE WHEATENA COMPANY

WHEATENAVILLE

RAHWAY

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HOTEL ASTOR GUESTS' COFFEE

RICH in aroma, delicious in flavor, economical in use.

Sold in Sealed Tins only. 35c. the pound.

If you would try before you buy, send a two-cent stamp for our "get acquainted" tin, enough for five cups of good coffee.

HOTEL ASTOR UNCOATED RICE

CLEANED—white and even. A trial will convince you that it is different from ordinary rice in everything except price.

Sold in sealed cartons only. Ask your grocer or send us his name and ten cents for a full pound carton post paid.

B. FISCHER & COMPANY
190 Franklin Street New York

THE HOUSEWIFE'S BOOK SHELF

(Continued from page 52)

activities are entirely divorced from the interests of real life.

The vacation period has long been a neglected feature of the child's life, and to the haphazard attitude of so many parents in this respect, Prof. McKeever takes strong and insistent exception. His plea is for the same careful guidance over the activities of girls during the three or four vacation months as is accorded them during the winter months. His suggestions along this line are clear and to the point.

The treatment of such questions as the psychology of character, the place in the girl's life of organizations like The Camp Fire Girls, the sex problem as it affects the girl's training, preparing for motherhood, the awakening of the girl's religious life, makes this book one that touches vitally the problems of mothers of girls of all ages and all conditions.

IF YOU ARE BUILDING A HOUSE.

Successful Houses and How to Build Them. By Charles E. White. 520 pages. Price, \$2.00. Published by the Macmillan Company. New York.

The Care of a House. By T. M. Clark. 283 pages. Price, 50 cents. Published by the Macmillan Company. New York.

THESE two books will be found useful in giving to the prospective builder an intelligent knowledge of what is going on during the building of his house, even though he may not be doing the actual work himself. The first book—"Successful Houses and How to Build Them"—is the more technical of the two. It deals with the various styles of architecture that are considered most practical and desirable and explains such dimly understood subjects as specifications, legal contracts, drawing up plans, etc., and goes into the details of the practical work of building. Excavating, the installing of heating apparatus, systems of plumbing, the different kinds of bricks and their relative merits, all these phases of the house-builder's work are considered fully and in detail. The book is well supplied with illustrations of types of attractive houses that have proved livable, and designs and sketches to help in the practical working out of ideas.

(Continued on page 56)

This 10¢ package
makes these
half-size tablets
for tea and coffee
a convenient,
economical
purchase for
everyone —
everywhere



Here is a package
cane sugar for
every household
requirement—
the convenient
and economical
way of using
sugar —

Weight guaranteed



American Sugar Refining Company

Beech-Nut Peanut Butter



PERHAPS you've a warm spot in your own heart for some sunny-souled lad—with an appetite as long as his legs and legs getting longer every day.

Appetite says "Food"—and the boy's unspoiled sense of taste says "Sandwiches, thick with Beech-Nut Peanut Butter."

People who are most conscious of *flavor*, when ordering peanut butter, naturally specify *Beech-Nut Peanut Butter*.

Selected Spanish and Virginia Nuts blended by experience, the acrid hearts *completely* removed, the nutritious sweet-flavored parts used, delicately roasted, lightly salted, crushed to the appetizing golden-brown butter.

Beech-Nut Peanut Butter comes in *vacuum-sealed* jars of three sizes—10 cents, 15 cents, 25 cents (in the extreme West, a little more). Your grocer has it.

Makers of America's famous
Bacon—*Beech-Nut Bacon*

BEECH-NUT PACKING COMPANY
CANAJOHARIE, N. Y.

THE HOUSEWIFE'S BOOK SHELF

(Continued from page 54)

The other book—"How to Care for a House"—lays emphasis on ways and means of keeping a house in good condition after it is built. This book takes up such problems as the question of caring for the furnace, keeping the plumbing in order, how to care for the woodwork, and is full of practical hints for repairing that should enable one to save many a plumber's and carpenter's bill.

Wanted—A Young Woman to Help with Housework. By C. Hélène Barker. 127 pages. Price, \$1.00. Published by Moffat, Yard & Company. New York.

IN this volume the omnipresent problem of servants and housework is discussed from the standpoint both of the mistress and of the servant. And the conclusion reached is the same for both classes, namely, that if the business of housekeeping were put on the same basis as that by which any successful business enterprise is conducted, the problem would come very near to solving itself. The author is convinced that the occupation of housekeeping would be found greatly preferable to other lines of work by the great army of women and girls who are now flooding the ordinary business occupations, if conditions surrounding the work were not of the sort so distasteful to the modern woman, who must have a certain amount of freedom and opportunity for growth to bring her content.

"Briefly summed up," the author tells us, "the present disadvantages of housework, compared with work in factories, stores, and offices, are as follows:

"Enforced separation from one's family, loss of personal freedom, lack of promotion, unlimited hours of work, no day of rest each week, non-observance of legal holidays and loss of caste."

The author enumerates some of the business principles which, if followed in the administration of the business of housekeeping, would be productive of good for mistress and servants alike. Some of these are: living outside place of employment, housework limited to eight hours a day and to six days a week,

(Continued on page 58)

You Need Them Every Day in Your Home—Why?

Around the cooking, for wiping fish, poultry, meats, etc. And this clean, white, absorbent paper is used for draining grease from all fried foods, such as French-fried potatoes, fried fish and fried bacon; they make the food more appetizing and wholesome.

Have ScotTissue Towels handy for children's use. Children often soil a clean fabric towel the first time they use it. Avoid infection by giving them one or two to use at school—they are always clean and sanitary. There are three sizes of



Absorbent

ScotTissue Towels

Junior Roll, 10c

Standard Roll, 25c*


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TOILET PAPER—In these brands you will get the highest quality with the number of sheets shown on each roll, insuring honest quantity. "It's the Counted Sheets that Count."

ScotTissue Toilet Paper—Soft, white, absorbent. 1000 sheets in a roll, 10c.

Sani-Tissue Toilet Paper—Treated with healing balsam. Soft and clothlike. 2500 sheets in a carton (3 rolls), 25c.

The above goods are sold at all progressive dealers, but in order that you may get acquainted with all of the ScotTissue Products,

Take up this big 50c offer 

On receipt of 50c (in Canada 75c), 1 roll Standard ScotTissue Towels, 1 Towel Fixture, 1 Pure White ScotTissue Table Cover, package of 12 ScotTissue Dydees, 1 roll ScotTissue and 1 roll of Sani-Tissue Toilet Paper and 1 other roll of high-grade Toilet Paper. All for 50c (75c in Canada).

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PAPER CO.
Phila., Pa.**

725

Dear Sirs:

I enclose 50c (75c in Canada). Please send me (prepaid) 1 roll Standard Size ScotTissue Towels, 1 neat Towel Fixture, 1 Pure White ScotTissue Table Cover, 1 package containing 12 ScotTissue Dydees, 1 roll of soft absorbent ScotTissue Toilet Paper, 1 roll of Sani-Tissue Toilet Paper and 1 other roll of high-grade Toilet Paper. All for 50c (75c in Canada).

Name _____

Address _____

Town _____ State _____



Advertisements for food supply stores are guaranteed for sanitation only.

THE HOUSEWIFE'S BOOK SHELF

(Continued from page 56)

the observance of legal holidays, and extra pay for overtime.

From the standpoint of the mistress, also, the plan of systematizing housework would seem to have its advantages. Housewives the country over are beginning to realize these facts and are asking themselves why they should allow household employees to live in their houses, boarding them, giving up valuable space by placing private rooms at their disposal, paying for fuel and light both during and after working hours. Women are wondering why they should have been doing all this when no business employer, man or woman, ever does it. Is it simply because our grandmothers and our great-grandmothers were in the habit of doing it?

The practical working out of all these radical ideas may seem discouragingly impossible to the well-meaning housewife who recognizes the existing evils of household management, but who does not know how she alone can change matters. For this woman, the author has an answer, even before the question is presented, and the discussion is closed with a series of workable schedules, applicable to one, two, or more servants, which would enable the housewife to organize her business efficiently on an eight-hour day basis, according to recognized business principles.

The Book of Little Houses. A Country-side Manual. 107 pages. Price 50 cents. Published by the Macmillan Company, New York.

AN undoubtedly helpful little volume for anyone contemplating the building of a home is the above-named book. The first division is full of interesting hints and suggestions for builders and all of the observations contained therein are based upon personal experiences of home builders. Plumbing, lighting, convenient arrangements, floor plans and designs and styles of architecture suitable to certain surroundings come in for a large share of discussion. After the first chapter the book consists largely of descriptions of different "small houses." Details of interior decoration are gone into and certain types, such as the "bun-

galow," the "Dutch Colonial" house, the "English cottage," the "semi-bungalow"—combining "attractiveness of appearance with the convenience and comfort of the large house"—the "very tiny bungalow" for use at the seashore or lake, and the small "Colonial" house are treated in detail. The final chapter deals with the sleeping porch "as it should be."

Food Value of Milk

An interesting phase of the educational exhibits of the Iowa Dairy and Food Department, was an exhibit in which the food value of milk was compared with that of other foods. Different articles of food were on exhibition and placards were shown stating the cost of each as compared with one quart of milk. According to the placards, one quart of milk costing eight cents is equal in food value to any one of the following:

Seven ounces of full cream cheese costing 9½ cents.

Ten eggs costing 20 cents.

Eleven ounces of fat round beef costing 15 cents.

Fifteen ounces of boneless codfish costing 14 cents.

Six and a half ounces of white bread costing 2 cents.

Five ounces cornmeal, costing one cent.

Four pounds and two ounces of cabbage costing 10 cents.

Five ounces of dried beans costing 2 cents.

Eight oranges costing 23 cents.

One dozen apples costing 9 cents.

Five bananas costing 5 cents.

Six and a half ounces of prunes costing 6 cents.

Four and a half ounces of walnuts costing 17 cents.

Pawing the Tea

It was a very fine store with an abundance of shining metal and glass, tiled floor, strips of colored glass at the top of the windows, clerks arrayed in snowy coats, and everything up to date, but the clerk who was weighing half a pound of tea for a customer, after carefully abstracting the leaf from the caddies with a scoop, mixed the tea vigorously with his bare hand in the pan of the scale! A fool's trick, if ever there was one, for the customer is talking of it yet, and that store's tea sales are going to suffer.

EAT
GOODMAN'S
MACARONI

IN
 SIZES
 GOODMAN'S
 MACARONI
 GOODMAN'S
 MACARONI

GOODMAN'S
MACARONI

REGISTERED
 GOODMAN'S
 PURE
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SOLE BAKERS OF THE
BERLINER TEA MATZOTHS
 SOLD EVERYWHERE
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PEQUOT
 SHEETS
 &
 PILLOW CASES

REGISTERED IN U.S. PATENT OFFICE

They stand the test
By the yard or made up
Ask your dealer

Made by Naumkeag S. C. Co.
 Salem, Mass.

Fleischmann's
Recipes

This domestic science booklet contains illustrations and recipes for making forty nourishing kinds of breads, buns, etc., with **FLEISCHMANN'S YEAST**.

Yours for the asking.

THE FLEISCHMANN CO.,
 701 Washington St. New York



KINGSFORD'S CORN STARCH

PARTICULARLY at this time of year, there is nothing so refreshing as the delicate frozen creams, custards, and frappés made with Kingsford's Corn Starch. More than enough recipes in the Corn Products Cook Book for a new one every day in the month! Easy to make and all the family like them.

All over the country housewives have welcomed the variety of helpful recipes in this Cook Book. The use of Kingsford's Corn Starch is solving the daily problem of "What shall I give the family for dessert?" in thousands of homes.

The housewife of today, like her grandmother sixty years ago, knows that Kingsford's Corn Starch is the standard corn starch for purity and delicacy.

The Corn Products Cook Book contains one-hundred and seventy-five prize recipes. Send us your name and address on a post card and we will send it free. Write us today.

National Starch Company
 P. O. Box 161 New York Dept. YY.

3 IN ONE
CONQUERS
DUST

Hundreds of City Hospitals and Public Schools discarded feather dusters because they scatter dust and germs. Why should you not dust the easy, sanitary, right way, too—the dustless 3-in-One way?

Put a little 3-in-One on a piece of cheese cloth. Then wipe your mantel, buffet, piano, dining table, any varnished or veneered surface. Every single atom of dust collects on the cheese cloth. None can fly around.

3-in-One is absolutely free from grease or acid. Positively will not leave any residue on furniture to rub off and injure the most delicate dress fabric. Will not discolor or stain the finest wood work.

3-in-One is the all-around Household oil. Lubricates perfectly locks, clocks, sewing machines, and everything that needs oiling. Cleans and polishes furniture and fixtures in the most satisfactory way. Prevents rust on all metal surfaces, indoors and out.

Free Oil For You. Write today for a generous free bottle and the free dictionary that is so helpful to housekeepers. Get both now!

Sold at all good stores in 3 size bottles—10c—25c—and new size ½ pint for ½ dollar.

3-IN-ONE OIL CO.
 42CUW. Broadway NEW YORK





MAKE TEMPTING DESSERTS WITH MAPLEINE

Delicious in frozen dainties, puddings,
or for icings, whipped cream.

1 oz., 20c.

2 oz., 35c.

Grocers Sell It, or write Dept. 43.

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Is all you have to pay for

TRIP-O-LEE CLEANSER

Cleans anything
and everything

No Acid—No Grit

Ask for TRIP-O-LEE
Insist upon getting
TRIP-O-LEE

At Grocers, Department Stores
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Woolworth's 5 and 10c Stores

SUDS Will Wash FOR YOU

No Rubbing—No Boiling

No Backache - No Chapped Hands]

SUDS DOES IT ALL

For enough to Wash 8
Tubs of Clothes send **10c**

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National Movement for Federation of
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Organized to uphold the enforcement of laws which affect
food supplies, the family health, the cost of living, and to
secure further legislation, when necessary, toward that end.

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A National Movement for the Federation of Housewives

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MRS. ARTHUR S. HURRELL*
President of the Housewives League of Buffalo

HOUSEWIVES LEAGUE MAGAZINE

VOLUME VI

OCTOBER, 1915

NUMBER 4

American Women and the Dye Situation

THE WAR HAS TEMPORARILY CRIPPLED THE DYE INDUSTRY BUT WE MAY LOOK FOR MORE BEAUTIFULLY-DYED FABRICS THAN EVER AFTER THE ADJUSTMENT TO NEW CONDITIONS IS ONCE MADE

BY ARTHUR S. FORD

IT is a strange turn of events that disorganizes the fashions of American women in order that high explosives may be made to kill the soldiers of Europe. But such is the case, and it has caused the dye-stuff situation to become of international interest during these last months. The wide-spread interest attached to the fate of the dye trade may be explained by the fact that, although it is but one of the many American industries that have been disrupted by the European war, it probably affects more classes of people than many of the other industries, since it is concerned with the very clothes we wear.

It is scarcely fifty years since an English scientist discovered that coal tar held locked within itself all the shades and colors of the rainbow. Before the scientific interest in this discovery had died away, the German chemist, always looking for means to advance his textile interests, had seized this new source of dye supply. With it he has worked wonders, and to-day nearly one thousand chemical dye formulæ are patented by Germans in this country. To this must be added at least an equal number of dyes to cover those on which patents have expired and which have become common property. America, therefore, together with most other countries, has been almost entirely dependent upon Germany for aniline dyes, which have practically driven the old-fashioned dyes off the market.

When the war broke out, one of the first effects of the disturbance was felt

in the shortage of aniline dyes, and strenuous efforts were made to reinforce our American supplies by fine-combing the factories of all neutral countries. For a time this desperate means succeeded in preventing a shortage in the textile trade, but, like all makeshifts, it had a temporary value only. The situation finally became desperate, and the hue and cry went up for dyes in every branch of the textile trade. Chemists and scientists got busy at once, and the old-fashioned dyes were rejuvenated with all possible dispatch. The old, vegetable dye-stuffs, such as Logwood, fustic, quercitron, cutch, hypernic, were in tremendous demand, and attained figures far beyond any record of the past. In the meantime, American manufacturers of coal-tar colors were working day and night on their plants and began to produce dye-stuffs in quantities hitherto unknown. Equally noteworthy was the steady increase in the manufacture of aniline oil, and other dye solvents.

Of course, the American manufacturer is the least sentimental creature on earth, and he did not feel inclined to spend millions of dollars on a plant to make dyes, which, at the close of the war and the restoration of the import of cheap, German dyes, might be nothing but a junk heap. The shrewder business men, however, soon foresaw that Germany's lost trade would not be easily regained, and they have jumped into the breach, satisfied in the belief that when the war is over American dyes

will have earned a market for themselves which they will be able to keep.

It is reassuring to the American woman to hear that, of the nine hundred and sixteen shades patented in Germany, over six hundred and fifty are now being duplicated in America, so that milady need not despair of securing all the color combinations she wants, despite the alarmist reports in the news columns of the day. Black and white has had its vogue. It lasted two years, and fortunate it was for the American woman that, during the scarcity of dyes, she could follow the clear dictates of fashion. To the American woman, therefore, we can say, "Do not worry about the dye situation. The American manufacturer has solved that problem almost before you knew it existed. You may find it difficult to match some of the peculiar shades, but there are six hundred and fifty shades of American-made colors waiting for you, already, and this list is being increased daily."

One word of warning we must give, however, to the American woman. When you send any article to be dry cleaned, be sure the cleaner is reliable and knows his business. During the temporary interruption of the manufacture of German dyes, a number of vegetable substances were used, and these, when subjected to the usual reagents and cleansing fluids used by the dry cleaner, will run or vanish entirely. In the earlier war-product great care must be exercised, but the present American-made dyes are just as stable as imported ones, so that, henceforth, American women need have little fear of running and fading colors.

VERY few women understand anything about the process of dyeing, and of the involved methods employed. Suppose you are wearing a foulard with a blue ground, on which appears a white decoration, embracing a small pink flower with a green leaf design around it. Most people have not the faintest idea of the technical skill, the chemical knowledge or the involved machinery necessary to produce a design like this on such a fabric. Let us con-

sider the dyeing of the blue ground, alone. You may think that the blue ground is obtained by passing a white fabric through printing rollers which are inked with dye, as the color might be put onto a magazine cover, for instance. The troubles of the dyer would be fewer, if so simple a plan were possible.

Let us follow the operation, step by step. We start with the white material—and I will not bother you with the details of bleaching, or preparing the material to receive the desired color. The material, after being properly prepared, is fed into a machine and immersed in a chemical solution, which, in order to avoid long technical terms, we shall call solution A. Let us look at a piece of material so treated. You will find no trace of the beautiful, azure blue that is now reflected in your dress; instead, there appears a dirty, brick-dust brown, which has no pretensions, whatever, to beauty. Let us follow the material through the next step, however, and we find that by immersion in a bath of fluid, which we shall call solution B, the dirty brown we have described merges into the beautiful, deep blue which it is desired to obtain. Now, at last, we are beginning to get results. But our operation is by no means finished, for there are many other processes which have to be gone through. The color is not yet made permanent, or "fixed," and we must now pass it through another solution, C, which, by a chemical process, converts some of the soluble salts in the fabric into insoluble salts, so that, if you should get a spot of rain on your foulard, or spill any sort of liquid upon it, you will not find bleached, white spots where the liquid touched the fabric.

Now, having fixed the color, we have only to pass the material through three or four more baths and three or four more processes, before we can say, "We are done."

But all this, remember, refers only to the solid blue color. If other colors and other patterns are desired, then, of course, most of these processes must be repeated, and without wearying you with chemical problems, I shall merely

ask you to remember that the solutions which are necessary to convert the brown stain into the blue color must not interfere with the converting of a pink stain into green or a yellow stain into purple, and so on, *ad infinitum*. Perhaps, now, you see that the question of a proper supply of dye chemicals is a vital one to the textile interests of the country.

The peculiar position in which the dye-stuff trade finds itself is partly due to the fact that benzole, "The Mother of Dyes," so called because it is one of the most workable dye-solvents known, is largely used in the manufacture of high explosives. Nitric acid, also, which is largely used in dyeing, is one of the essential constituents in the manufacture of gun cotton, and the manufacturers who find a ready war market for such products, at ten times the ordinary price in time of peace, cannot be blamed if they turn a deaf ear to the demands of the dyer.

The Government, however, has come to the aid of the dye industry, and, by money grants and otherwise, has stimulated the production of American dyes

and dye solvents. The only factor necessary to create an American coal-tar dye industry is the coöperation of American business men who are willing to devote time and money to the conquest of the problem and to contribute the same care and painstaking efforts that the Germans have shown in their wonderful plants on the Rhine.

In spite of the trying situation through which the dye industry is passing, the American woman can rest assured that her demands for well-dyed fabrics will be listened to and obeyed. She need not revise her mode of dressing simply because Europe is disorganized by war. To-day, she has six hundred or more shades from which to choose and when the almost unlimited possibilities of color combinations, with these shades, are considered, it will be seen that her choice is more than ample.

We repeat our warning, however, that there is one point on which she should concern herself, namely, to beware of choosing colors that will fade, in buying cheap dyed goods, and to watch the dry cleaner that he does not get in his deadly work with the new, war-time dyes.

A Few Facts About Muskmelons

BY RENA CAREY SHEFFIELD

THE average housewife does not know that there are at least a dozen different varieties of muskmelons grown right here in our own country, from which she can choose. Each has its own peculiar flavor and its distinctive color and shape, besides other characteristics which are apt to be recognized only by the connoisseur.

The most universally recognized varieties are the green-fleshed melons, comprising, among others, the Jenny Lind, the Nutmeg, and the famous Rocky Ford. These have a very delicate flavor, although many prefer the more musky taste of the yellow-meated melons. Of these, the Montreal melon stands pre-eminent. It is the one usually served in hotels and is much admired, for it is a fine-appearing melon and is richly fla-

vored. The salmon-colored varieties are also popular. These include the Emerald Gem, the Paul Rose, the Banquet and the Tip Top.

There is a distinction between the canteloupe and the muskmelon which is rarely recognized, the term "canteloupe" being used, commonly, to cover both species of melon. The canteloupe is distinguished by its scabby, warty skin, while the muskmelon has a heavy, netted surface.

In selecting a muskmelon, the purchaser should choose one which has a rough skin and is covered with a heavy net-work, for the chances are that this melon will prove to be of firm flesh and fine flavor. It is difficult to tell the quality of a melon before cutting it, unless the purchaser has had a great deal of

experience in judging melons and knows more about them than is usually known by city folk. Usually, the safest way to get good melons is to go to a reliable dealer, whose word is the melon's guarantee.

Besides the color of the flesh and the appearance of the skin, melons are judged by their shape. Some are shaped like the cucumber and are called Snake Melons. Others are short and rounded. The popular Jenny Lind is of this latter variety.

Muskmelons are never shipped in carloads as are watermelons, being too frail and perishable. They have to be handled as carefully as peaches or berries and are therefore shipped in carefully packed crates, only a comparatively few to a crate. These crates are so carefully packed that even when they are shipped to distant markets they usually arrive in prime condition. The larger melons are grown by market gardeners and by farmers situated near the towns to which they deliver, while the smaller varieties are grown, usually, in the trucking regions.

Canada ships to this country an increasing number of melons each year. The raising of special varieties of melons in cold frames has become a profitable industry in Canada, and Canadian melons are proving so popular here that the supply does not begin to meet the demand for them. The Montreal melon, named from the city of its origin, ranks first. It is usually put up for shipment in willow baskets or hampers, cushioned with straw, and is on the American market from September until December. These melons average ten inches across and are from twelve to thirty pounds in weight, sometimes reaching as high a weight as forty pounds.

The superb melons grown in Europe and Persia are not fully appreciated by American consumers because they are not known. Within the last few years, the Persian variety has been grown for the first time in California. They are beautiful specimens and have created much admiration and there is a steadily increasing demand for them. Since the seeds have been brought from Persia,

direct, the melons have the distinctive quality of the fruit of the Orient. They come into market in September and continue almost until January. They can be recognized by their delicious fragrance, which permeates even through the skin. Once these melons are tasted, all other melons seem insipid beside them. They range in price from one to three dollars, according to size and perfection. The largest ones are as large as a good-sized watermelon, and are deeply ridged, having a netted rind like the regular muskmelon.

The French melon, known as the French Casaba, is a smooth-skinned variety, sometimes of a light, olive-green color, and sometimes of a pale, pumpkin shade. The meat of these melons is white. It is especially sweet and delicious and can be eaten, when ripe, within a quarter of an inch of the rind. They are in the American market from September till Christmas and are often called the Christmas melon. They are about eleven inches long and of an oval shape. These, too, are being raised in California. They are the fruit *de luxe* of the American market during the fall months. They can be seen in any of the fruit markets of the better-class dealers, and make a royal display in store windows.

BESIDES the time-honored method of serving melons by cutting them in halves and filling with cracked ice, there are a number of attractive ways in which they can be prepared.

Their use in salads is not very generally understood. They can be cut into narrow slices and formed into a star on crisp lettuce leaves and served with a French dressing. A small mound of Parmesan cheese heaped up where the points of the slices meet, makes a tasty addition.

They make the prettiest and most dainty desserts imaginable. An attractive way to serve them is to cut them in halves and heap the centers with raspberry mousse, or some other ice-cream whose color contrasts with the color of the melon. Top this off with a maraschino or a crème-de-menthe cherry.



A Bumper Peach Crop

IT OVERWHELMED THE MARKET BUT WAS KEPT MOVING
THROUGH THE ACTIVITIES OF THE HOUSEWIVES LEAGUE

THIS year has been a record-breaking year for peaches, and those who happened to be near a peach orchard last month were fortunate indeed for the peach orchards, full to overflowing with their crop of downy, rosy-cheeked peaches, were a wonderful sight. Never before in the history of the United States have the peach trees yielded such an abundant crop, and seldom has the fruit been of such uniformly good quality, and so beautiful to look upon.

When one realizes that there are peaches in thirty-nine states in this country, and that each separate tree was loaded almost to the breaking point with peaches, one begins to get an idea of what the peach crop meant this year. On one day in August, alone, the total amount of peaches sent out from the orchards was three hundred and forty carloads. On the same day there came into New York City thirteen carloads of the fruit, besides approximately twenty-five thousand

baskets. With this record for one day, what must have been the total for the season?

One might infer from these statements that the past season was an excellent one for peach growers. But, strange as it may seem at first glance, the situation was quite the opposite. An extra heavy crop of peaches is not the boon to the peach grower that a crop of like size would be to growers of other kinds of fruit, for peaches, being so extremely tender and perishable, present a great many difficult marketing problems. First, the shipping is expensive and hazardous. Peaches which must be shipped long distances have to be packed in refrigerated cars especially constructed for the transportation of such highly perishable fruit. Even then, a delay on the journey may cause them to spoil before reaching their destination. Besides this, they must be packed and shipped away as soon as they have been picked. In this respect, the

peach grower labors under a greater disadvantage than does the grower of more stable kinds of fruit. If the grower of apples, for instance, is not satisfied with the price offered him for his apples at the time of harvest, he can store them until he is able to make more satisfactory arrangements, even keeping his crop until spring, if necessary.

Then, too, it is essential that peaches be marketed as soon as they arrive at the distributing centers. This makes the handling of peaches a risky matter, for peaches become a dead loss if they are left on the dealers' hands. It is right here that good judgment and a keen insight into the market situation stand the grower in good stead, for it is very important that he send his peaches to a point where the market is not already stocked, if he is to be sure of disposing of all of them.

All this goes to show that whenever there is an over-abundance of any perishable commodity like peaches, the situation is apt to go hard with the dealers unless everybody co-operates. And the co-operation must come from grower, seller and consumer alike.

THE peach season begins, in some localities, as early as the middle of May and continues, varying in different sections of the country, as late as the last week in October. Florida is the first state, usually, to send her peaches to market and West Virginia, Pennsylvania, Michigan and Utah end the season with their output in October. California has the longest peach season, peaches being shipped from there from May until the end of September. Thus it will be seen that there is a brisk peach business going on in some part of the country for six months of the year. The business is always brisk while it lasts, for peaches, besides being a popular fruit, must be kept moving in order to avoid loss by spoilage.

As a rule, in the northern and middle states, peaches are ready to pick about the middle of July. But in the old orchards there are often some trees that ripen their fruit in advance even of the earliest varieties. Such peaches are called

"Prematures" and although they are of inferior quality, they sell for a good price simply because they are ready to market before any others. They are usually bought by restaurant keepers for pies, and are made the most of because they are "out of season." They are sometimes sent by express five hundred miles and sold for five or six dollars a crate, when they would not have brought more than fifty cents in the towns from which they were shipped.

The peach grower must watch his crop very closely as the time nears when the peaches are ready to be picked, and he must have secured, beforehand, a number of pickers to take the fruit from the trees at just the right time. The greatest care is necessary in deciding just when the fruit should be picked. If picked too soon, it will shrink by the time it gets to market and its appearance will not be attractive. Neither will it have the best flavor and the fruit will bring but a low price. If it is picked too late, it will become bruised during the handling and the bruised spots may decay. An experienced picker has little difficulty in deciding as to the exact time when the fruit is ready for picking. But for one who is unfamiliar with the picking of peaches the matter is more difficult. If the peach yields to pressure between the thumb and finger it is mature and ready to pick. If it does not, it is too green and should be left on the tree for a while longer. If the pressure of the finger indents the peach it is too ripe to be safely shipped a long distance.

On the morning when the picking commences the hands assemble at a designated place in the orchard and are formed into gangs of five, ten, or more. In forming these gangs, care is taken that each has its proper proportion of skill, experience, and strength. Each gang is placed in charge of a leader and each picker is furnished with one basket or more, and the picking begins. The light pickers mount the trees, the tall ones stand around the tops of the bending limbs, while ladders are used to reach the fruit that is too high to be gathered without them. It is a busy time, and nimble fingers make fast work of robbing the branches of their bright, rosy fruit. Only

A BUMPER PEACH CROP

peaches that are sound and mature are pulled and all those that are under-size, defective, or spotted are rejected. Hundreds of baskets, far sweeter, more wholesome, and prettier than the "Prematures" are suffered to rot under the trees, or are fed to the hogs.

When the baskets are full, they are kept under the trees to be gathered up by men with wagons or carts. Many planters send their baskets immediately

it is large and without fault it is placed in one basket; if sound and of medium size, in a second; if sound but small, in a third; and if too ripe, spotted, or otherwise defective, in a fourth. Three grades of marketable fruit are thus prepared, and experience has shown that the peaches sell for much more than they would if they were sent to market unassorted. So much has appearance to do with price.



BASKETS OF PEACHES WAITING THEIR TURN TO GO TO THE "CULLERS" TO BE ASSORTED AND GRADED

to the shipping depot, to be put aboard the boat or car that is to carry them to the market. But this is not the best way. A better plan, and the one adopted by many shippers, is to have experienced men carefully overhaul, assort and grade every basket. Where this is done, the "cullers," as these men are called, are provided in the orchard with stands made of loose boards laid across benches of the proper height. To these stands the pickers bring their baskets as soon as they are filled.

The cullers examine every peach. If

The fruit being picked and piled into baskets, the next thing to do is what is known as "facing." Facing is an art. It consists in rounding up handsomely the top of the basket. For this purpose, a few of the largest and most highly colored peaches are sorted out when the baskets are filled and are carefully placed on top to give a fine appearance to the basket. This is the planter's way of displaying his goods. This practice allows him, of course, to cover up an inferior basketful of peaches with a few good-looking ones, but if the housewife is care-

ful to examine the entire contents of the basket before she buys it she need not suffer from this attempt at deception.

THIS year, the peach crop started to move along smoothly and according to precedent. The trees were loaded down with millions of sound, marketable peaches, and just at the moment when they had reached their prime they were picked and quickly shipped to distant cities to be sold. All this was as it should be.

And the receiving centers to which the peaches were sent upheld their part of the program. Peaches were delivered to the centers by the boatload and the carload. Boxes and baskets and crates of them were piled to the ceilings of the warehouses. Everything was ready for a boom in the peach market.

But here is where the hitch came. Our story should go on to tell how the local dealers thronged to the centers and carted away bushel upon bushel of peaches to sell to the housewives in the city at prices made extraordinarily low because of the abundant size of the crop. But our story, unfortunately, does not go on that way. Here were the peaches, ready to be sold to the highest bidder, "for a song" almost, and here they remained to spoil and be thrown away, because people were not there to buy them. The peaches stopped moving when they reached the cities for whose markets they were intended, and the consumer bought peaches of a mediocre quality at prices not one whit lower than usual.

SUCH was the state of affairs when the Housewives League began to investigate the situation. Early in the season, Mrs. Heath, with a few of her staff, spent the midnight hours, one night, on the docks to gain a first-hand knowledge of how matters stood and to try to find a way out of the difficulty. During these nocturnal investigations, Mrs. Heath and her party saw some things that would have made the housewives in New York open their eyes wide had they been there to see. Peaches were being offered for sale at the docks for one-fourth the

amount for which they had been selling all over town on that day. The same peaches which the housewife had been buying in the retail markets for thirty-five cents a basket were being offered at the docks at the rate of fifty cents for a crate containing six baskets. There were plenty of peaches and there were men to sell them, but there was an appalling lack of buyers present to take advantage of the low prices.

WHAT was the reason for this astonishing state of affairs? Mrs. Heath and her helpers set out at once to discover the reason and to find a remedy. They visited many markets and stores and interviewed numerous dealers, asking their opinions and their advice. And the more they investigated the more they were forced to one conclusion—that peaches were being held up by the retailers.

The League investigators found that the wholesale dealers were willing to do whatever was necessary to avoid congestion at the peach centers, and the housewives, when once awakened to the need for their coöperation, were glad to do what they could. The retail dealers proved to be the stumbling block. They steadfastly refused to buy large quantities of peaches from the wholesalers, because they did not want to take the risk of being unable to sell their entire stock and of being left with a supply on their hands. They were afraid the housewives would not buy in sufficient quantities to warrant their stocking up with a large supply of peaches.

TO meet this difficulty, the Housewives League instituted a publicity campaign to bring the facts of the situation before the housewives and to enlist their coöperation in keeping the peach crop moving.

The first gun in this campaign was fired when Mrs. Heath sent a telegram to the League leaders in various sections of the country, asking for their coöperation in relieving the situation. The telegram read as follows:

"Bumper peach crop. Prices should

A BUMPER PEACH CROP

be low. Prepare for special local campaign. Bulletins and posters coming.

"MRS. JULIAN HEATH,
"National President."

Bulletins were prepared, telling of the super-abundant crop of peaches, and these were posted in conspicuous places where housewives would be apt to see them. The papers were full of interesting news about the peach market and housewives were urged to come to the rescue and buy peaches in quantities and can them.

In addition to this propaganda, the Housewives League opened its headquarters to all interested in learning about the peach market and how to utilize peaches. Lessons in canning peaches were given by experts, sent from the Government and there were many lectures and demonstrations on methods of serving peaches. The lectures were well attended

BIGGEST PEACH CROP

**EVER HARVESTED
NOW
ON SALE**

BUY BY THE BASKET



An enormous peach crop is being harvested in every large peach growing district. Take advantage of the big supplies between August 25th and September 30th. Eat what you can and can what you can't

National Housewives League

ONE OF THE POSTERS USED IN THE HOUSEWIVES LEAGUE CAMPAIGN TO START THE PEACH CROP MOVING

and a decided interest in the situation and an eagerness to help was shown by the women who came.

ONE wholesale peach dealer, on being asked his opinion as to the solution of the peach problem said, "It is all up to the women. If women, nowadays, were willing to spend their time canning fruit as their grandmothers did, instead of running about doing a hundred-and-one other things, they would be ordering peaches wholesale, now, and using them as fast as we could supply them. But we dealers cannot do a thing if the women won't buy in quantity."

While there is undoubtedly some ground for this dealer's statement in regard to the relatively small amount of canning done by women these days, succeeding events proved that the blame for the congestion of peaches was put onto the wrong shoulders, for, once the housewives realized their responsibility and their opportunity, they lost no time in doing what was expected of them. It is the retailers on whom rests the greater share of the responsibility for the glut of peaches in the market. No blame can be attached to the retail dealers, however, for, in the last analysis, the whole situation resolves itself into an economic condition for which neither buyer nor seller can be held entirely responsible.

MANY novel and delicious ways of serving peaches were shown at the National Headquarters during the League's campaign and some of them are here given for the benefit of those who were not fortunate enough to attend the demonstrations.

DUTCH PEACH CAKE.

- 2 cupfuls flour.
- 2 teaspoonfuls baking powder.
- $\frac{1}{2}$ teaspoonful salt.
- $\frac{1}{4}$ cupful butter.
- 1 egg.
- 1 cupful milk.

Stir the baking powder and salt into the flour and then work in the butter. Add the egg, well beaten, to the milk and stir into the flour mixture. Butter a pie tin and fill with the mixture, pressing into the dough four peaches, peeled, stoned and quartered. Sprinkle over the top a mixture of three tablespoonfuls of cinnamon and one tablespoonful of sugar.

Bake until a golden crust is formed and the fruit is soft.

PEACH GLACE

Slice two peaches very fine and place on top of a square loaf of cake. Beat the whites of three eggs until stiff and dry, add two pounds of granulated sugar and beat for a few minutes. Cover the peaches on the cake with the meringue. Spread over with a fork and dust liberally with powdered sugar. Place in a slightly warm oven until dry and cream-colored. Serve cold.

PEACH SHORTCAKE.

- 2 cupfuls flour.
- 4 teaspoonfuls baking powder.
- 1 teaspoonful salt.
- 2 tablespoonfuls granulated sugar
- 2 tablespoonfuls cotton-seed oil or butter.
- $\frac{3}{4}$ cupful of milk.
- 1 dozen peaches.
- $\frac{1}{2}$ pint of cream.

Sift flour, salt, and baking powder together. Add sugar and butter and mix thoroughly. Then add the milk gradually. Roll the dough on a floured board to fit a layer cake-pan. Bake in a quick oven about thirty minutes. When cool, split the shortcake and cover the center with a thick layer of sweetened, sliced peaches and a layer of whipped cream. Put on the other half and spread the rest of the sliced peaches and whipped cream over the top.

PEACH PUDDING.

- 1 dozen peaches.
- 1 cupful granulated sugar.
- 1 tablespoonful cotton-seed oil.
- 1 egg.
- $\frac{1}{2}$ cupful milk.
- $1\frac{1}{2}$ cupfuls flour.
- 2 level teaspoonfuls baking powder.
- $\frac{1}{2}$ teaspoonful salt.

Mix half the sugar with the oil. Beat and add the egg and then the milk. Sift the flour, salt and baking powder together and add gradually to the milk mixture. Scald, peel and slice the peaches. Put them into a pudding dish, and sprinkle the remainder of the cupful of sugar over the peaches. Spread the dough over the peaches and bake in a moderate oven about twenty-five minutes.

PEACH COFFEE CAKE.

- 1 cupful flour.
- 2 teaspoonfuls baking powder.
- $\frac{1}{2}$ teaspoonful salt.
- 2 tablespoonfuls gran. sugar.
- 1 tablespoonful cottonseed oil or butter.
- $\frac{1}{3}$ cupful milk.
- $\frac{1}{2}$ dozen peaches.
- Some extra sugar.

Sift the flour, salt, sugar, and baking powder together. Add the milk gradually. This makes a dough that is soft enough to spread. Spread the dough on a greased layer cake-pan. Cut the peaches into slices, and arrange on top of the dough. Cover with sugar and bake in a quick oven for thirty minutes.

PEACH SALAD

Prepare a bed of crisp lettuce leaves and place upon it the four quarters of a peeled peach, point to point. Fill the hollow thus made with chopped pineapple or berries. Cover lightly with mayonnaise and dot with several marashino cherries.

THE COLD PACK METHOD OF CANNING PEACHES.

Scald the peaches with boiling water and remove the skins. Pack them in sterilized jars, whole or in halves. Pour over them a syrup made from four pounds of sugar and three quarts of water, boiled together for five minutes. Place rubbers and covers on jars, put down the clamp to keep the cover in place, partially sealing the jars. Place in a closed container, wash boiler or covered can, with a rack of wire or pieces of wood to prevent jars from touching the bottom of the can. Pour over hot water to cover the tops of the jars. Put cover on container and boil sixteen minutes. When the water begins to boil remove the jars from the boiler and fasten down the clamp, or screw the cover tightly.

This is the new method recommended by the Department of Agriculture for canning which can be applied to all vegetables and fruits to supersede the open kettle method. It is called the cold pack method because the fruit is not cooked before putting it into the jars.

The Danger of the Common Towel

BY FRANCES WELD

During the last few years a wave of legislation against the common towel has swept the country.

In 1911 the state of Connecticut ordered that all towels provided for the use of guests in hotels, or in any public lavatory, must be "individual towels, and when used and discarded by the individual should not be used again until thoroughly washed and dried." In the same year the state of Kansas and the cities of Cleveland and Chicago banished the common towel from public places, while similar legislation was included in the Factory Inspection Act of Colorado. In 1912 the State Board of

Health of Massachusetts ruled against the common towel, and in the following year Ohio and Pennsylvania took similar action, while Michigan provided that no common towels should be used in hotels. Last March, a law of New York went into effect stipulating that no common towel should be provided for use in "any hotel, lodging house, restaurant, factory, store, office building, railway or trolley station, or public conveyance by land or water." The city of New York already had an ordinance to the same effect.

This looks like progress, but it is perhaps more important as an indication of



THE DISCRIMINATING HOUSEWIFE WILL NOT BUY FOOD IN STORES IN WHICH CONDITIONS LIKE THIS OBTAIN

a general awakening to a danger long ignored than as a record of actual achievement.

There are still large sections of the country in which the common towel is perfectly legal, and even in those states and cities which are legally abreast of the times one may frequently see the unsightly roller towel hanging in stores, offices, factories, railroad stations, etc., even, it is strange to say, in the toilet rooms of some hospitals.

Large numbers of people still use the common towel. I heard not long since of a factory where a hundred people wiped their hands on the same roller towel every day. I have seen roller towels used by men who afterwards handled the food which we serve to our families.

Has it ever occurred to you that your grocer or butcher may have such a towel somewhere in the back of his shop, or that roller towels may be used in your dairy? And most important of all, have you ever reflected that thousands of children are using roller towels? Children are peculiarly liable to infection, lacking some of the protective agencies developed by the adult. Think of dozens



SCHOOL CHILDREN ARE SUBJECTED TO GRAVE RISKS OF INFECTION WHERE INDIVIDUAL TOWELS ARE NOT PROVIDED FOR THEM

of children wiping their hands on the same towel, and sometimes their faces as well! This is really worse than the common drinking cup, for that touches only the lips. The common towel may endanger the eyes.

This is not the whole of the towel question either. The legislation of the last few years is very gratifying, and a long step in advance, but in most cases it does not entirely cover the situation, for it does not usually provide for the proper sterilization of the towel. The Pennsylvania law requires that the towel shall be "laundered or discarded after each individual use," but says nothing to assure us of the adequacy of the laundering. The Massachusetts law defines a "common towel" available for use by more than one person without being washed after such use.

The Connecticut law says that the towels must be "thoroughly washed" before a second use, which covers the case if the words are taken literally. The New York law explains that the term "common use" in the regulation shall be construed to mean for use "by more than one person without cleansing," which is also adequate if the proper



ONE SOLUTION OF THE PROBLEM OF AVOIDING DANGER OF INFECTION FROM THE COMMON TOWEL

THE DANGER OF THE COMMON TOWEL



IN PLACES WHERE FOOD IS HANDLED, THE ROLLER TOWEL SHOULD BE REPLACED BY THE SMALL, FREQUENTLY LAUNDERED TOWEL OR THE PAPER TOWEL

meaning be given to the word "cleansing." The Ohio law is the only one that says anything about boiling water. It specifies that towels must be "sterilized in boiling water" after use, unless they are discarded entirely. This, too, is satisfactory if the words "sterilized in boiling water" are taken literally.

We must face the fact, in short, that a freshly laundered towel is not necessarily a clean towel. It may have been perfectly sterilized, or it may have come from a laundry where it was mixed up with a dozen family washes without having been properly boiled and rinsed. Germs are hard to kill and mere contact with boiling water does not insure

sterilization. Some organisms have to be boiled for hours before they cease from troubling, and boiling from twenty minutes to half an hour is considered necessary for safety.

Women have been strangely careless about these matters. We have been very particular about the laundry to which we send the family washing, but usually we have not thought anything at all about the towel which our husbands and sons used when they were away from us.

We shall never know how many cases of disease have been caused by the supposedly clean but imperfectly sterilized towel, but there are many well authenticated cases of infection from this source.

I have been told of a gentleman who, while staying at one of the best hotels in Maine, dried his face on what appeared to be a perfectly clean towel and one which was certainly freshly laundered. Soon afterwards, his eyes became watery and inflamed. No medical assistance was of any avail, and in the end he lost his eyesight completely.

Legislation against the common towel, to be effective, must specify that a sterilized towel shall be provided for each individual.

One solution of the problem is the paper towel which is used once and then cast aside with all its possible population of dangerous diseases. The rest of the problem must be met by adequate legislation for the control of laundries.

Meantime we can all do much to insure the safety of our own families by providing them with paper towels for use at school, in the office, and to a certain extent when traveling. We can also acquaint ourselves with conditions under which the common towel is used in our own communities, and with the legislation affecting the use of towels. Legislation regarding the use of proper, sanitary towels in bakeries, in food manufacturing plants, in restaurants, in all places where food is prepared and handled, is inadequate in many parts of the country. Proper legislation in this regard is a matter which vitally affects every community and should be one of the first questions with which the intelligent housewife concerns herself.

Fire Prevention in the Home

BY CHARLES FRANCIS READE

OVER sixty per cent. of the fires in the United States are caused by thoughtlessness and negligence.

It is hard for many people to realize the risk they are running when they fail to take the simple precautions against fire that seem so trivial and unnecessary but which, in reality, are most imperative if one is to avoid the danger of a sudden outbreaking of fire. We have been doing dangerous things all our lives, perhaps, and our friends have been doing the same thing for a like period, filling lamps after dark with a light near, for example, and nothing has ever happened. But one night something does happen—it is bound to happen sooner or later—and one more bitter lesson is added to the list taught by that most unrelenting of all teachers, Experience.

THE fire departments in many of our cities are as actively at work on the problem of preventing fires as on the actual labor of putting out fires after they are kindled. The Fire Commissioner of New York City, after going thoroughly into the subject of fire prevention, has recommended certain precautions which,

if followed conscientiously, would go far toward lessening the risk of fire.

"Clean up all rubbish such as papers, rags, and other inflammable material," he advises.

"Keep matches where children cannot get them.

"Do not throw away lighted matches, cigarettes or cigars. (This applies, of course, to the matches which are not treated to prevent after glow.)

"Keep a careful watch on furnaces, chimneys, and heating pipes. See that all flues are free from fire dangers.

"Do not look for gas leaks with lighted matches.

"Do not hang lace curtains near gas jets.

"Do not fill kerosene lamps after dark, or near the fire."

In other words, if the housewife will devote a few minutes' time each week to fire prevention there will be little likelihood of her house being attacked by flames from within.

The cellar and attic of a great many homes are fire traps. They are the places where old goods are stored, often being thrown there, temporarily, until the

FIRE PREVENTION IN THE HOME

housewife has opportunity to give the place a thorough overhauling, when she can destroy the rubbish and put the usable material away where it may be kept indefinitely. It may seem to you that a fire can never start in your cellar or attic because it is never used. Never? Not when the day is rainy and your small son and a companion roam the house in search of amusement? It may not come in the way you expect, but when it does come it is almost sure to start in one of the weak links of your housekeeping—the untidy place.

Waste newspapers should either be burned every week, or tied into a neat bundle so that they may be given away, or sold to the ragman for a small amount. Old rags should be folded and kept in a covered box.

The careless handling of lighted cigarettes and cigars cost over a quarter of a million of dollars in New York City alone, last year. Fires that could be traced to carelessness on the part of adults in using matches caused a loss of about half that sum, while fires that were caused by children playing with matches numbered over five hundred, and did damage amounting to more than thirty thousand dollars. These figures are for one city. What must be the figures for the whole country!

There is something very fascinating to children in the bon-fire which is made to destroy the rubbish that is always accumulating in any home, yet this bon-fire must be carefully watched or it may be the cause of a serious fire. A bon-fire should never be made on a windy day, for the blowing paper or leaves may set fire to a near-by tree or fence, and before the flames can be extinguished they may spread to the house. Children should be warned seriously against this danger before being allowed to make a bon-fire.

Gas lights, lamps, and even candles are all very dangerous unless they are considered as fire originators, and treated accordingly. To attempt any rough play in a room where there is likelihood of knocking over a lamp or a candle is to court a fire. Stoves and furnaces should be carefully watched that they do not become overheated, and chimney flues

should be kept clean. An overheated flue that is not clean is the frequent cause of a conflagration. The careless use of gasoline and benzine for cleaning purposes must also be counted in with the fire dangers.

The question of the relation of draperies to fire prevention has not been carefully considered by most housewives, and the result is that, in the past, there have been a number of avoidable fires caused by curtains or draperies coming in contact with an open flame. If there is a gas burner near a window, it is dangerous to hang a thin curtain there. Never put a lamp near an open window which has a curtain that can blow. In fact, it is bad policy to put a lamp anywhere near a draught.

Never go away from the kitchen and leave clothes airing near the fire. The wood-box with its light, dry timber, ready to flame quickly, should not be kept close to the kitchen stove unless it has been given a sheeting of metal, such as tin, on the outside. This will help to keep the heat away from the inside of the box.

The use of matches is an important item in every child's education. He should be taught that he must not throw away a match that is still glowing, and that to play with matches is dangerous.

Lamps should be cleaned and filled each morning as a regular part of the day's work. If a lamp goes out, and the oil has to be replenished, it should be done in a room where there is no light, the light coming through the open door from the next room. Even this is dangerous, and the practice of seeing that all lamps are in working order, in the day time, should be cultivated by the housewife.

A FIRE danger outside the home often has as direct a bearing on the safety of the home as an inside danger. Moving-picture buildings should be regulated by the fire companies. The aisles should be as wide as prescribed by law, and there should be many exits. The householders in the neighborhood should see that these exits are not blocked in any way. If there is a stove in the room,

it should have a guard about it. All doors should swing both ways, or if not both ways, *out*, and never *into* the building. Patent fire extinguishers or, at least, buckets of water should be convenient.

If the stores and factories about the town are kept clean the fire danger in the locality is lessened, and each tax-payer has the right to insist that the danger arising from rubbish heaps, untidy packing-rooms and litter thrown under the counters, is abolished.

In a recent report, issued by the State of New York, it was shown that the majority of fires have their origin in basements, sometimes because of defective heating or lighting plants, and sometimes because of accumulated rubbish or unsafe packing materials. It is a striking fact that fires of this origin are becoming more and more numerous.

Storage and stock rooms are also listed as fire breeders, generally because of untidy conditions. It is remarkable to find that very few fires start in kitchens. Unprotected stove pipes, and grease and soot in the ventilating or chimney flues

are the chief causes of kitchen fires, and these could all be avoided if the proper care were taken by the housewife.

IN October, last year, a day was set aside as a fire prevention day in New York City. Almost all the towns in the United States have had a clean up day, but last year the clean up day was turned into "fire prevention day," and was widely announced beforehand. The real object was to make everyone realize that carelessness and neglect are the real causes of most of the big fire losses in the city. Office buildings, factories, public buildings, amusement places, schools and private homes were put in order, freed from rubbish, and made more safe than they had previously been. A similar "fire-prevention day" was held in October of this year.

Any day can be fire prevention day in the home, and fire prevention need not be a theory. It should be a fact. As one fire commissioner has assured us, "An ounce of fire prevention in time is worth many tons of water from the fire engines afterwards."

The Pets Your Children Play With

BY ANNE EMERSON

JUST now there is much being said and written concerning the danger attached to keeping household pets. It is true that dogs and cats are admirably fitted for acquiring germs and insects and for carrying them from one place to another, but it is also true that, if proper care is taken of an animal, no danger need be apprehended under ordinary circumstances. Many mothers consider that the pleasure and benefit derived by their children from the companionship of a dog or a cat well repays any trouble they have to take in order to guard against dangerous consequences.

Too frequently, as a mother watches her children playing with the family dog or cat, she thinks only of the fun which the children are gaining from their four-footed friend, and not of any possible

menace which the animal may be to the children as they romp together. But the physical condition of the household pet cannot be too closely watched, as its health bears a direct relation to the health of the children who play with it; and the mother who zealously guards the health of her child should take care that the health of his closest companion is not disregarded.

First consider the habits of the animals your children are playing with. When cats or dogs wish to discover the nature of a substance they smell of it, often brushing their noses against the object. If they are still unconvinced they may bite at the object, be it clean or otherwise. They are by nature curious. They go sniffing about all day, and intersperse their expeditions of discovery with romps and caresses with the

THE PETS YOUR CHILDREN PLAY WITH

children, often bringing the little ones into direct communication with germs gathered from decayed refuse and other substances. Even the short-coated animals carry germs or odors in their coats, and unconsciously become disease carriers.

These conditions are hard to guard against, and a certain amount of risk must be taken if a mother wishes to give her children the pleasure of owning a pet. The child can, however, be taught that certain restrictions are necessary—not to allow the animal to “kiss” his face, for instance, and never, after playing with the animal, to touch food without first washing his hands. Needless to say, no animal should ever have access to food intended for the table. The habit of “giving doggie a bite” at table, or allowing it to nibble food which the child is eating, is tempting disease.

Another habit that should be discouraged is burying the face in an animal's fur. This is an instinctive action with most children, but is dangerous. If the dog has been in a room where there is any disease, germs are sure to lurk in its hair, and the child is apt to breathe them through the mouth and nose.

THE care of an animal when there is a contagious disease in the home is most important. Contagion has been known to spread through the medium of dogs and cats, not only to the members of the household in which there is sickness, but to the whole neighborhood. Keep all animals away from the sick-room, both for the sake of the invalid and for the sake of those who are well.

Animals are subject to many of the diseases to which humans are susceptible. A dog may be just as susceptible to cold as a person, and when an animal shows by his coughing and sneezing that he has taken cold, he should be cared for just as one of the family is cared for, and kept away from the children until he has entirely recovered. Nothing spreads more quickly than a cold, and to allow a child to play with an animal which shows plainly that it is suffering from a cold is to take poor care of the child.

There is one serious disease to which

cats and dogs are subject. This is rabies. Manifestations of this disease are not always along the lines popularly supposed. The animal frequently shows this illness, first, by extreme drowsiness and weakness, and finally by paralysis in the hind legs. It makes no attempt to run away or to bite. In contrast to this variety is a condition where the animal runs around, barks violently, snaps at every one, and finally succumbs to paralysis. Until paralysis attacks the throat muscles, difficulty in drinking is not noticeable, so that this sign cannot always be used to determine whether or not a dog is mad.

The way to guard against rabies is to watch your dog after he has been in a fight, and, if he shows any of the above symptoms, dispose of the animal at once. If the dog bites any member of the family, it is best to see a physician at once, who will advise further treatment. Fortunately, rabies is not a common disease, only a very small proportion of animals being so affected.

The feeding and washing of household pets is most important. A cat requires little washing, for she keeps herself clean, as a rule; but a dog should have a bath at least once a week, in order to keep his coat clean and smelling sweet. In hot weather a dog may be permitted to go into the water frequently, but should be allowed to rest in a cool place without any mauling from members of the family until he is dry.

The feeding of dogs and cats depends largely upon the individual animal. Some animals require only meat, while others do not need meat more often than once or twice a week. Never feed an animal sweets in any quantity. A piece of sweet cracker may be offered occasionally, but should be given sparingly.

ONE of the hard things for a child to learn is that his pet, like every one else, needs to be allowed to rest. A dog that is constantly petted will be irritable and nervous, and much more liable to illness than one that is allowed to live in peace. All animals like to play, but they do not want to keep at it all the time. A dog or cat will often be seen to play

heartily for an hour or so, and then suddenly go away and rest. At this time it should be left alone.

It is well to call in a veterinary surgeon to see an animal when it first comes into the home, so that he can prescribe its diet. He may also be called in case the animal develops any skin disease or is badly hurt, although a dog who is properly fed and exercised, and who always has a pan of water from which to drink, seldom menaces the family health

by developing any skin trouble, and skin disease in a well protected cat is rare. In cases of small cuts or bruises, the animal is able to doctor himself better than any one else and only wishes to be left alone.

There is no reason why the presence of a pet in the home should be a menace to the health of the family, and the mother who watches her animals carefully need have no fear of their bringing disaster to her household.

A New Economy for the Housewife

FOR years the economical housewife has cudged her brain in a vain attempt to devise a new method of making use of the waste portion of watermelons in some other manner than by pickling. Watermelon pickles, delicious as they are, cannot be given more than their fair share of space on the preserve shelf, and it has always troubled the thrifty housewife to see such good, usable material as watermelon rinds go to waste. The farmers, too, have found it inconsistent with their sense of economy to stand by and watch large numbers of watermelons spoil in the fields because there seemed to be no use to which the surplus crop could be put.

But it is in just such situations as this that government experts at Washington are making themselves useful. The Department of Agriculture is continually ferreting out new economies and new and better ways of doing things in every line of activity, and they have come to the fore now with a new and timely suggestion that will surely be welcomed with enthusiasm by all housewives and farmers who like to see all things used to the best advantage.

The suggestion is that watermelon rinds and surplus watermelons be used to make what the specialists have pronounced a delicious table syrup. It is made from the pink flesh and seeds of sweet, fully ripe melons. Remove the seeds and flesh from the rind and crush by using a potato masher or a meat chopper. Place the crushed pulp and seed in cloth bags and squeeze out the juice,

which flows out readily. About five-sixths of the pulp will squeeze out as juice.

After the juice has been entirely pressed out, pour it into a preserving kettle and boil down to a syrup. The juice boils without much foaming at first, but as it begins to thicken it foams up and is apt to burn unless the fire is slackened to prevent it. During the boiling, the red coloring matter in the juice coagulates and part of it rises to the surface, where it can be removed by skimming. Some of the coloring matter remains in the juice, forming red particles which gather near the top of the syrup.

The juice is inclined to burn easily and must be watched constantly toward the end. If one has a candy thermometer at hand the syrup can be tested and removed from the fire at exactly the right temperature, which is 220 degrees Fahrenheit. If you have no thermometer, begin testing the juice after it becomes the consistency of a syrup, and remove from the fire when a sample, on cooling, is about as thick as maple syrup.

One gallon of watermelon syrup can be made from about ten good-sized melons. The syrup can be used immediately, or will keep as well as any other canned product if bottled hot in sterilized jars.

The syrup is reddish brown, very sweet and of a delicious flavor. It will be found to answer the same purposes for which other syrups are used. It has been used with good results in making ginger cake, candies, and as a sweetening and flavoring in ice-cream.

An Experiment in Community Service

HOW A GROUP OF WOMEN, THROUGH AN EFFICIENT ORGANIZATION FOR CHARITY, HAVE MADE THEMSELVES A POWER IN THEIR TOWN

BY STEPHEN A. READER

AS a rule, the untrained social worker calls down upon himself a great deal of unfavorable criticism in his well-meaning, but sometimes mistaken, efforts to be of service to his community. Trained social workers contend that charitable efforts should be largely left to those who have studied the social problem in all its aspects, and are, therefore, in a position to understand the peculiar significance of each case with which they are dealing. But, once in a while, we hear of a charitable undertaking which is being carried on by amateurs, but in which the results are so far from amateurish as to silence all adverse criticism.

Such is the case with a group of women in White Plains, New York, who are carrying on a charitable enterprise in such a thoroughly efficient manner that they have become a real power in their town. The organization under which these women are working is so simple that it could be adapted, with little difficulty, to conditions almost anywhere, and the results which they have achieved certainly make their example worth emulating by other women.

The idea originated among a number of women who were interested in the welfare of the town in which they lived. They had all been doing their mite towards helping their less fortunate fellow men, but they had been doing it independently and their efforts had seemed to count for very little. From time to time, as these women met each other at social gatherings or at church or club meetings, they talked of their ideas about charitable work and what they would like to accomplish. They all seemed to agree on the need of systematized effort to relieve certain conditions in their town, and one afternoon several of these ladies decided to pool the efforts they

were making independently and to organize into a charitable society. They called themselves the White Plains Nursing Association.

It was an easy matter to decide upon a name for the new relief work, but they found it was a different story when they came to put their ideas into practical use. But they went at it with characteristic energy and good sense, and have worked out their problem. One of the chief reasons for their success is that, from the very start, they never undertook anything which they were not confident they could finish, and they always made sure that they had the money for each enterprise before they launched it.

At first, the funds in the treasury, as in every new organization, were low, and the work was necessarily limited. The women canvassed the poorer districts for families in need of help, and with what funds they were able to gather from their friends they hired an experienced nurse to care for the cases of sickness they found in which professional help was needed. The nurse was not on duty all of the time, only what is technically termed "on call," and visited only the homes to which she was directed. As her services were limited, only the more exacting cases were attended to, the members of the Association themselves taking care of all cases where trained service was not necessary.

Simultaneously with the securing of a nurse came the need for equipping what they called their "Comfort Closet." As the newly founded Nursing Association had no permanent headquarters the Comfort Closet was maintained at the home of one of the members. It contained the necessities and luxuries that go to ease the way of the sick. There were various kinds of bandages, bedding in quantity, crutches for those

just convalescing from a broken limb, a wheel chair to take convalescents out into the air, and all the utensils necessary for the care of the sick. The majority of these "comforts" were loaned to the patients, though, in many cases, the bedding had to be destroyed after use.

It required some money and quite a little time to keep this comfort cupboard well stocked. A fund was established which was replenished by small contributions, and which is still aided by an annual apron and cake sale. The bandages are made by the members, who meet on certain days to devote two or three hours to sewing for the Association's needs. The members also make the aprons and cakes offered for sale. As an example of what can be accomplished by determined and systematic effort, it may be mentioned that one hundred and sixty-one dollars were raised at the last sale.

With the comfort cupboard well organized, the next step was to raise enough money to secure the services of a permanent nurse. This was done by appealing to the town at large for contributions. Slowly, but with success, one thousand dollars were obtained, enough money to pay the nurse for one year. There was plenty for her to do. The nurse established permanent headquarters and then proceeded into the byways of the town to tell the people of the poor that she would be glad to help them in time of sickness. Physicians were asked to report cases and were told that the nurse would be glad to work with them whenever she could be of service.

Baskets of food were collected among the fast-growing membership and sent to homes where they were needed; cast off, but not worn out, clothing was solicited from families in the town and gradually, as the town realized the value of the work that was being done so unostentatiously, they responded to calls for help, and the foundation for what has since developed into an organized welfare work was securely laid. The poor of the town found that the Nursing Association was a place to obtain

real help, and the richer inhabitants became convinced that it was not an idle fad on the part of a few women, but a real, working organization and were glad to cooperate.

WHEN the Association started its work of visiting families in need, their plan was to have those who could afford it donate a small sum to the Nursing Association in return for the service received. This would have been ideal if everyone had played fair, but, sometimes, people who could have afforded to give three or four dollars at the end of a long series of visits offered nothing but complaint. They saw a chance to get something free, and used their opportunity to the best of their ability. After this experience, it was decided that a small fee should be charged for every visit, the money to be collected when circumstances made it possible. No call is ever refused, no matter whether or not money is collected.

These fees, of course, would do very little towards paying the heavy expenses of the Association. The money for the carrying out of the work has come from many sources, and any other group of women wishing to undertake such a work would have to find their own means of collecting funds, as circumstances necessarily would differ in different localities.

There are five classes of members in the Association. The regular members pay one dollar a year, the contributing members, two dollars, the associate members, five dollars and the sustaining and honorary members, from ten dollars to twenty-five dollars.

As White Plains, which is a suburb of New York City, contains the homes of a number of wealthy people the envelope system has proved very satisfactory. Envelopes for contributions are distributed among the people at their homes, and are called for a few days later. Seldom is an envelope returned empty. Still another source of income, and one that any such Association might have, comes from a large life insurance company. This company has, whenever possible, established a

nurse to care for its sick policy-holders, treating them free. To the Nursing Association the life insurance company pays a set sum for each visit made and this work, which is in direct line with the work of the Association, brings in about five hundred dollars a year. Besides these means of raising money, a sum is raised each Christmas by the sale of red cross stamps, the money thus brought in being devoted to the care of tubercular patients. Another source of funds is the small sums which are received all the year around from private individuals and from church and social organizations. The Nursing Association is non-denominational, and receives the endorsement and help of all the churches. Benefit entertainments are often given for the purpose of raising funds both by the Association and private individuals. These various methods of raising money brought in about six thousand dollars last year, probably a larger sum than would be necessary in a smaller town.

The Association maintains, at present, four nurses and a housekeeper. The housing of the nurses means the running of a large house, for there must be sleeping quarters, an office, dining room and kitchen, as well as work rooms. A single floor would probably be ample where there was less work to do, and fifteen hundred, or possibly a thousand, dollars would cover all expenses.

THE general idea of aiding only the sick, which was the original plan of the organization, was soon abolished, for it became evident that there were many others in need of aid besides the sick. Approximately five hundred visits a year are made for the purpose of investigating home conditions, giving advice and bringing relief to poverty-stricken families.

About two thousand articles of clothing were given away during the current year, and these were all collected from members of the Association and from outsiders who were interested. In every town there are people who do not wear out their clothes but discard them when they become slightly worn. Such people

are glad to know where their cast-off clothing can be used to advantage. So generous have been the donations of good clothing that in times of national disaster it has been possible for the women of the Nursing Association to send away barrels of clothing to help outside sufferers.

Recently, the Association has started a clinic which is very successful. The nurses found that there were many sufferers who were able to be out of doors, and could walk to the Association headquarters for treatment just as easily as the nurse could come to them. This not only saved the nurses' time, but meant less labor and expense. Treatment of burns, dressings for small wounds, massage—all kinds of treatment not incapacitating the patient—are given at the headquarters at set hours.

Another work that the Association is successfully conducting is the sewing school for girls. In their visits the nurses found that a great many of the children would take better care of their clothes if they knew how to sew. They needed to learn not only how to make new clothes but to mend and darn those they had. This fact was reported, and one of the members of the Association offered to give her time on Saturday mornings for the purpose of establishing a class. The class started with a handful of girls, but before the end of six months it outgrew the available room at the Association's headquarters, and now meets in one of the public schools—an example of the cordial relationship existing between the Association and the town. There are four sewing classes at present, each conducted by a volunteer teacher, and more than sixty girls are enrolled. Special attention is paid to the making of simple garments and clothes for young children, so that the older girls can learn how to make clothes for their younger brothers and sisters.

IT is with the children that the Association has been able to do the most satisfactory work. Nurses were present at more than one hundred and fifty births last year, and the "baby record"

is something to be proud of. In one case, a newly born baby was so tiny that it needed an incubator to insure its living. There was no incubator to be had in White Plains, so the nurses improvised one from a box, lined with soft flannel, and a lamp which kept the temperature of the box even, the heat being carried into the box by means of a piece of pipe. The box was well ventilated, and all conditions were made as favorable as possible for the welfare of the little occupant. This incident will show that ingenuity is needed in conducting such an organization as the Nursing Association. No visitor to the Association rooms goes away without hearing of this feat. To-day, that baby is as strong and healthy a child as any other in the community. This is but one of the many ways in which the Association has proved its worth.

In many cases, the food for a baby whose parents are not able to give it proper care is prepared at the headquarters, the parents calling for it every day. Babies have been boarded out by the Association in the summer at health resorts. This is not only of the greatest value to the child but is good for the mother as well, for she is apt to be tired out from the constant care of her children.

WHILE the Association has not been able to make a regular practice of feeding the poor, or finding work for the unemployed, it has done a considerable amount of work along this line. When the Association hears of a man who needs employment, the members are set to work to canvass the neighborhood for any work, permanent or otherwise, that the man can do. In this way, several men have obtained permanent positions, while a day's work has been given to many men and women.

Lack of funds makes it impossible for the Association to serve meals at regular hours to the poor, but whenever the nurses find a family who have no

food in the house, a basket is made up at once and the family is supplied until conditions can be bettered. Canned soups, bread and butter and other staples are kept on hand, and anyone applying for a meal at the back door of the Association is given nourishing food without delay.

In addition to their regular work the nurses give a big Christmas treat to the children and their families each year. Toys are collected from those who wish to help, as well as such clothes as mittens, caps, warm stockings and rubbers—all the little comforts that they might not have unless they were given. Christmas baskets were sent to eighteen families last year, and these and the Christmas stockings were distributed by the Boy Scouts of the town.

The work of the Association is carried on very simply. The nurses leave the house in the morning, a little after eight, and return after twelve. All cases that have been reported before half-past eight in the morning are visited during the morning by the nurses and those reported later are visited in the afternoon. They make no night calls except in cases of unusual seriousness.

JUDGING from the results of the efforts of the White Plains Nursing Association the chief requisites for the success of such an undertaking are members who are enthusiastic and willing to work, money to carry on the project and nurses who have the work at heart. In just such a small way as this Association was started others could be started. Even if a trained nurse could not be obtained, a practical nurse to make calls and the establishment of a comfort cupboard would bring relief to the sick of any town. The policy of having the funds before starting work is vitally important, and funds are not especially hard to obtain after you prove to the rest of the town that you are in earnest, and are organized so that your efforts are sure to bring results.

Idaho has followed the example set in several other States of adopting a law which makes it an offense to issue advertising matter misrepresenting essential facts concerning goods sold or offered for sale.

Campaign Against Noise and Confusion

HOUSEWIVES CAN JOIN IN THE MOVEMENT TO REDUCE THE
AMOUNT OF NERVE-RACKING NOISE IN OUR TOWNS AND CITIES

IT is one of the strange fallacies in our human reasoning that once we have become accustomed to a situation we quickly learn to regard it as inevitable. And we continue so to regard it until someone suddenly awakes to the error in our supposition and, by dint of much arguing and persuading, convinces us that what we believed unavoidable was not so, if we but had the mind to change it.

An illustration of this fact is occurring right now in the agitation to reduce the amount of noise in our cities, which has so long been considered an unavoidable by-product of our industrial progress. In this case, it was Mrs. Imogen B. Oakley, Chairman of the Committee on Noise of the American Civic Association, who was the original agent to stir us up to a realization of our stupidity in accepting as a matter of fact a condition which was both harmful and unnecessary.

Mrs. Oakley's awakening to the real facts of the noise evil came one day, a few years ago, when she was speaking to a group of women workers in Philadelphia who had been gathered into a college settlement from the neighboring tenements. Mrs. Oakley has long been actively interested in civic reform and in her desire to find out how the city could best serve its working class she asked these women to tell her what they considered the greatest evil in their crowded tenement life.

One woman rose and said, "I speak for every woman here. What we cannot stand is the noise. It never stops. It is killing us. We work hard all day and need sleep and rest at night. No one can sleep till midnight and all the noise begins again at five. Many of us have husbands who work all night and must get their sleep during the day, but they get no sound sleep with all the noise that goes on about them. You can get away from the noise during the summer, but we cannot. We are right here in the

middle of it all our lives. Now, what can your civic club do for us?"

Mrs. Oakley had to tell her that the club could do nothing. There were no laws against useless noise in Philadelphia. Complaints could be made, of course, under the general law of nuisance; but to go to a magistrate, make the necessary complaints, and attend a series of hearings would take more time and more money than any of those women had at their disposal. But, although the civic club had to admit that it was helpless then to come to the aid of those tired-out women, it began at once to investigate the matter and to start an agitation against useless noise.

The first thing Mrs. Oakley did, personally, was to make a list of the useless noises which she could hear from her own window, and she found that between five in the morning and midnight she heard a useless and preventable noise on an average of every five minutes. Mrs. Oakley sent this list to a widely-read newspaper, and its publication brought her a shower of letters, each one telling of some useless noise that tormented the writer and thanking her for bringing the subject of noise to the attention of the public.

Since the large majority of the letters which came pouring in to Mrs. Oakley were from the tenement districts, they show us two things about tenement dwellers and poor people in general which we have not been led to believe. First, the people of the slums do not like noise, as popularly supposed, they hate it; and second, the demand that useless noise be stilled is made, not merely to protect those who are ill, but to protect those who are well; to prevent them from becoming ill.

Those who believe that noise is an evil which must be condoned in every city say that the people objecting to noise are nervous cranks; that they imagine discom-

fort when none exists; that they are the idle rich who would not notice the noise if they had something to keep their minds and bodies busy.

The numerous sufferers who wrote to Mrs. Oakley disprove this theory. They are not the idle rich; they are the toiling poor, who have more than enough to do. Many of them never heard the words "nervous invalid," yet they say they are dying of noise. When they claim that constant noise is undermining their health, they are simply in accord with the best medical science. Physicians and sanitarians claim that dust and noise are two factors which are responsible for much of the illness to-day. They tell us also that diseases of the ear are increasing and that the constant noise to which our ears are subjected has the same effect upon our hearing as the constant exposure of our eyes to light, would have upon our sight.

There are those who insist that one can become accustomed to noise, so that it is not noticed after a while, and hence has no decided effect upon the nervous system. These people must be reminded that we can grow so accustomed to foul air that fresh air becomes positively disagreeable, yet no one would argue from this that foul air is not injurious, or that it is as good for the lungs as fresh air.

Bad as are the nervous effects of continuous noise, sudden and intermittent noises are infinitely more to be dreaded. Each loud and sudden noise produces a distinct nerve-shock and if these shocks are often repeated the result is a loss in nerve vitality.

IN an article which Mrs. Oakley wrote for the *National Municipal Review*, on the subject of noise prevention, she classifies the various noises to be heard in an ordinary town into avoidable and unavoidable noises.

"We shall have to consider," she says, "that the gongs of the automobiles and the trolleys are, to a certain extent, unavoidable at present, but the international congress of aurists that met in Boston in 1913 maintained that all swift-moving vehicles should carry a horn emitting a musical note, or scale, and that this mu-

sical sound should be the same for all vehicles; the startling, clanging gong to be resorted to only in sudden danger to life.

"Bells and whistles cannot be classed as unavoidable noises in this day of cheap and universally used clocks. Even church-bells, tender as are the memories connected with them, and pleasant as they sound in the far-away distance, are disturbing as near neighbors. I have a letter from a stenographer—and stenography is classed with the fatigue-producing occupations since it requires concentrated attention—in which she says, 'I take rapid dictation all day amid the distracting noise of the streets, and I go home tired out and needing rest. The street-vendors and street-pianos prevent sleep in the early evening, and I am awakened every morning at five by the bells of a near-by church. They ring every half hour from five o'clock until half past seven and then it is time for me to get up, having been deprived of two hours' sleep by what seems to be an entirely unnecessary noise.'

"We can find no excuse for the street pianos. My correspondents from the tenements beg to have them suppressed. The street-musician has really developed into a blackmailer. He has learned that the noise he makes is disagreeable and he refuses to leave unless he is paid for leaving.

"Street vendors can be silenced without injury to their trade if housekeepers will follow the advice offered by my correspondents from the tenements. Written notices saying that ice, coal, fruit, vegetables, or what not, are desired within, can be placed in the window for all dealers in such commodities to see. This simple plan, which prevails in New England cities, saves time to the housekeeper and vocal energy to the vendor, besides relieving from annoyance all that large class of people who do not desire to buy.

"Newsboys can sell as many papers by offering them quietly, as by standing on corners and giving vent to inarticulate howls. It will be difficult to silence these youngsters for they really enjoy shouting. I once stopped a boy who I knew belonged to a well-to-do family and

RECIPES FOR THE CANNING SEASON

asked, 'Why are you selling papers?' He grinned, and answered, 'Because I like to holler.'

"Modern civilization brings with it much labor that cannot cease with the going down of the sun. Shall the street-cleaners, telegraphers, night-watchmen, railway-employees, toilers in iron and steel, printers, reporters, editors, doctors, nurses—shall all these great and growing armies of toilers that work through the night for the public comfort and convenience, be allowed to take their needful sleep during the day, or shall their rest be broken and their lives shortened by the utterly useless noises made by bells

and whistles, shouting vendors, shrieking newsboys, and blaring street-pianos? No one would be permitted as a means of advertisement to flash light into the weary eyes of these sleepers, yet vendors, pedlers, newsboys and grinders flash all manner of noises into their ears with impunity. If such noises are to go on, it must be in places where sleep is unnecessary and illness unknown."

Is it not time that the housewife bestirred herself to discover how much of the noise and confusion in her own neighborhood is avoidable, and to see what part she can play in remedying conditions and making them more livable?

Recipes for the Canning Season

TOMATO CATSUP.

SELECT ripe, red tomatoes. Wash them and cut them into quarters, then cook them until soft. Press the cooked tomatoes through a colander or sieve and measure the pulp and juice. To every quart of pulp and juice add the following mixture of spices:

- ½ tablespoonful of salt.
- 1 tablespoonful of sugar.
- ¼ tablespoonful of mustard (powdered)
- ¼ level tablespoonful each of whole allspice, cloves, cinnamon, and pepper.
- 1 small red pepper, sliced and seeds removed.

It is better to use whole spices tied in a muslin or cheesecloth bag than to use them ground, as spices, if allowed to remain in the catsup will darken its color. The spice bag can be removed before the catsup is bottled, thus preventing the darkening of the mixture. Slices of pepper can be left in the catsup as they give to it a bright, red color. Cook the tomatoes and spices together for one-and-a-half hours. Then add half a cupful of vinegar and cook until the mixture is thick. Rapid cooking, being careful not to scorch the catsup, produces a better color than slow cooking. The finished product should be a fine, bright red.

Pour the catsup at once into hot sterilized bottles. Drive the corks in tightly and when the bottle is cool dip the mouth of the bottle into melted paraffin, or cover stopper with sealing wax.

SPICED CUCUMBER SALAD.

- 5 pounds sliced cucumbers (about 2 dozen).
- ½ cupful chopped onion.
- 2 cupfuls chopped, sweet, red pepper.
- 1 cupful chopped, sweet, green pepper.

Mix the cucumber and the onion and place in layers in a jar, sprinkling alternate layers with salt. About three-quarters of a cupful of salt will be necessary. Let the mixture stand over night. Put the peppers into brine over night. Next morning, drain the vegetables and freshen for one or two hours in clear water. Drain the vegetables well and pour hot, spiced vinegar over them.

SPICED VINEGAR FOR CUCUMBER SALAD.

- 1 quart vinegar.
- ½ cup sugar.
- 1 tablespoonful each salt, powdered ginger, and mustard seed.
- 2 teaspoonfuls celery seed (crushed).
- 1 tablespoonful each of whole pepper, cloves, cinnamon and allspice.

Put the whole spices in a cheesecloth bag, except the celery seed and mustard seed, which are put in loose. Add the spices to the vinegar and boil for five minutes. Let the vegetables stand in the spiced vinegar for twenty-four hours. Then pack them in jars, distributing the pepper well and flattening some of the cucumber slices against the face of each jar. Fill the jars with the spiced vinegar and paddle well to remove all bubbles. Garnish with strips of red pepper.

HOUSEWIVES LEAGUE MAGAZINE

MUSTARD PICKLE.

- 1 pint whole small cucumbers.
- 1 pint sliced cucumbers.
- 1 pint small whole onions.
- 1 cup beans.
- 3 green sweet peppers.
- 3 red sweet peppers.
- 1 pint green fig tomatoes, or 1 pint cauliflower.

Cut all vegetables before measuring—tomatoes into halves, cucumbers into slices, string beans into one-and-one-half inch lengths—and chop the peppers. The whole cucumbers should not be longer than two-and-a-half inches. All vegetables should be tender.

Put the vegetables into brine over night; then let them stand in clear water for two hours to freshen them. Put them into a liquor made of one-half vinegar and one-half water for fifteen minutes; then scald the vegetables in the same liquor in which they have been standing.

Pour over the vegetables a mustard dressing made of the following ingredients:

- 1 quart vinegar.
- 4 tablespoonfuls flour.
- 1 cup sugar.
- 3 tablespoonfuls powdered mustard.
- $\frac{1}{2}$ tablespoonful turmeric.
- 1 teaspoonful celery seed.

Rub all the dry ingredients together until smooth; then add the hot vinegar slowly, stirring to make a smooth paste. Cook in a double boiler, or over a pan of water, stirring carefully, until the sauce thickens. Then drain the vegetables thoroughly and pour the mustard dressing over them while hot. Mix well and pack in sterilized jars.

PICKLED ONIONS.

Select small, white onions and sort into two sizes, of one-half inch and three-fourths inch diameter respectively. Peel, cover with fresh water and let stand for two days, changing the water on the second day. Wash well and place in brine for four days, changing the brine at the end of the second day. Take the onions

out of brine and put into boiling water. Let them remain for ten minutes; then let them stand in cold water for two hours. Drain, and pack in jars, adding a few small, red peppers and garnishing with sprigs of mace. Fill jars to overflowing with spiced vinegar.

SPICED VINEGAR FOR PICKLED ONIONS.

- $\frac{1}{2}$ gallon vinegar.
- 1 $\frac{1}{2}$ tablespoonfuls celery seed.
- $\frac{1}{2}$ cup grated horseradish.
- 1 cup sugar.
- 1 $\frac{1}{2}$ tablespoonfuls mustard seed.
- 1 tablespoonful salt.
- 1 tablespoonful cinnamon.

Cloves, nutmeg, and grated onion may be added if desired. This mixture should be made two days before it is to be used and allowed to stand with the spice bags left in it.

GREEN TOMATO PICKLE.

- 1 gallon green tomatoes.
- $\frac{1}{2}$ dozen large onions.
- 3 cups brown sugar.
- $\frac{1}{2}$ lemon.
- 3 pods red pepper.
- 3 cups vinegar.
- 1 tablespoonful whole, black peppers.
- 1 tablespoonful whole cloves.
- 1 tablespoonful whole allspice.
- 1 tablespoonful celery seed (crushed)
- 1 tablespoonful mustard seed.
- 1 tablespoonful ground mustard.

Slice the tomatoes and onions thin. Sprinkle over them one-half cupful of salt and let them stand overnight in a crock or enameled vessel. Tie the pepper, cloves, allspice, and celery seed in a cheesecloth bag. Slice the lemon and chop two of the pepper pods very fine. Drain the tomato and onion well. Add all seasoning, except one pepper pod, to the vinegar, then add the tomato and onion. Cook for half an hour, stirring gently at intervals to prevent burning. Remove spice bag to prevent darkening the mixture. Pack in a jar and garnish with slender strips of the remaining red pepper, placing them vertically on the opposite sides of each jar. Process for fifteen minutes.

Efficiency and Equipment

THEY ARE AS INSEPARABLE IN THE PLANNING OF A HOME, WHERE CHARACTER IS THE MOST IMPORTANT PRODUCT, AS IN THE FURNISHING OF ANY OTHER WORKSHOP, WHERE THE OUTPUT IS OF A MORE MATERIAL NATURE

BY HELEN ATWOOD

IN furnishing any workshop, whether it be a factory, a dairy, or a house, the chief elements that govern choice are necessity and convenience. Very often one article answers both these demands, and, if possible, those should be chosen which not only fill a need but fill it in a way which is economical of labor and material. For example, a kitchen stove is usually considered a necessity, not a convenience, but in selecting it a model which is convenient to work at and to care for is what a good housekeeper looks for. In choosing labor-saving devices it is a good rule to give preference to those that save heavy work and lighten tasks most frequently performed. For instance, a machine for washing clothes saves more bodily energy than a patent roasting pan and ought to take precedence if one must choose between the two.

A third element of choice in the case of many articles of household equipment is that of pleasure or beauty. As has already been pointed out, this marks the difference between furnishing the house and furnishing other workshops. Whereas the output of a factory consists of the particular line of goods which it makes, and the output of a dairy, of milk, butter, and cheese, the output of a home includes not only such material things as food and clothing and even general comfort, but also such immaterial things as the mental, moral, and spiritual welfare of its occupants. We sometimes assume that these less material factors of home life are independent of the furniture and equipment of the house and that they can be trusted to take care of themselves if they are not actually discouraged. But if a family really wishes its home to be more than a place in which to eat and sleep, it ought to plan as deliberately for increasing the production of comfortable and

profitable leisure, pleasant social intercourse, and an intelligent interest in things outside of its material needs as for mere food, clothing, and shelter. Fortunately, this does not always mean buying more costly furniture and more elaborate equipment, but rather choosing things which not only are necessary and convenient, but which at the same time give pleasure. Since we must have dishes to eat from, we might as well have them in attractive shapes and patterns and color, especially as good-looking ones do not necessarily cost more than others. The more any article of furniture includes all three elements of necessity, convenience, and beauty, the more efficiently will it serve its purpose.

THE housekeeper must plan her household equipment with reference to the amount of labor necessary to take care of it. If she is to do everything herself she must not only arrange her work and her implements so as to avoid all unnecessary work, but she must also avoid many other things, such as bric-a-brac which is difficult to dust, polished surfaces which have to be frequently rubbed, and elaborate linen which requires much time and skill to launder. On the other hand, if she does the work herself, she may be justified in buying things of better quality than if they were to be used by a careless helper.

The question of space must also be considered. In a large house with plenty of storage room one can afford, perhaps, to have a special equipment for this, that, or the other kind of work, but where space is strictly limited one must concentrate. For example, one must choose one's pots and pans so that each will serve several purposes, and arrange the closets and cupboards so that all the space in them will be used to the best advan-

tage. It is questionable whether unnecessary utensils, or scattered, half-filled closets are ever worth the extra work they occasion, but where space is limited it is certainly poor economy to keep superfluous things about.

When it comes to the point of deciding between several forms of the same article,

the price but also the convenience of an article. In the case of wall-paper, curtains, furniture coverings, and other things on which considerable labor must be spent before they go into use, it is a satisfaction to have them durable, so that the full value of the work as well as of the materials may be obtained. Some



A ROOM THAT IS AT ONCE SENSIBLY AND ATTRACTIVELY FURNISHED

The furniture is of a standard pattern, so that new pieces can be added from time to time, and it is so simple in design that it is easily kept clean

price is perhaps the first thing the majority of us consider. So far as possible, the housekeeper should have a definite idea of how much she ought to pay for each part of her equipment and not let her choice run much above or below that. Other factors, however, enter into consideration, foremost among them being suitability and durability or wearing quality. It is evident that if dish-toweling at eighteen cents a yard wears twice as long as that at twelve cents, the more expensive is cheaper in the end. Very often the wearing quality influences not only

families get tired of their belongings so soon that they prefer them not to be very durable, and argue that two cheap things give more pleasure than one that is more expensive. This is evidently a question of taste, but it is worth noting, in this connection, that in household furnishing styles change much less rapidly in articles of good quality than in the cheaper grades, and that among people of cultivated taste whose means allow them to choose what they like, furnishings are kept in use for many years and are admired not for their novelty or fashion

but for their intrinsic beauty. Moreover, in such things as furniture, upholstery materials and linens, durability and beauty frequently go together, because both depend upon good quality in the materials and workmanship, and if one gets good-looking things, they often turn out to be durable. The size and circumstances of a family sometimes change faster than the good furniture wears out, and unless this possibility is borne in mind when the furniture is bought, the family may find itself stocked with things which still have a great deal of wear in them but are not suited to existing circumstances.

An important element in the choice of furnishings is the amount of labor required to care for them and keep them in good condition. There is a greater range of choice here than many women realize, and it is a question which is worth more consideration than is often given to it. Rough surfaces like those on cheap earthenware, and worn, rough, and unpainted wood catch and hold dirt, and are much harder to clean than smooth ones. Carving on furniture, elaborate castings on stoves, decorated metal fixtures, fancy-shaped handles on dishes, etc., are things which make cleaning unnecessarily difficult. Polished metal usually takes much rubbing to keep it in condition, and for this reason dull finishes are often preferred on door handles, etc. Sharp angles in moldings collect dirt and are hard to clean. Rounded moldings where the wall and floor meet have been introduced in hospitals and might well be imitated in private houses, as they make it much easier to remove dirt.

IF the house is provided with a water and drainage system the housewife should try to get fixtures which are convenient to use and easy to care for. Open plumbing is now generally accepted as more sanitary than inclosed plumbing and is no harder to care for, particularly if the pipes are smooth, symmetrically arranged, and so placed that they are easy to get at. Porcelain-lined fixtures are in common use in kitchens and bathrooms now, and if the interior surface is smooth and unbroken, they are easy to

clean, but if the enamel has rough spots in it these will hold the dirt most obstinately. If possible, the kitchen sink, washtubs, bathtub, closet, and washbasin should be so placed that it is easy to clean around and behind them.

There is a considerable choice of material for kitchen sinks, each having its disadvantages and its advantages. For example, the porcelain sinks show at once whether they are really clean or not, and can be kept tidy easily, provided they are smooth, but they are rather expensive; enamel is easy to clean and is not expensive, but chips easily; soapstone is durable, but difficult to clean; iron is also durable and is not especially hard to clean, but it does not show dirt and so invites carelessness. The sink should be placed where the light is good and should be set at the height most convenient for working. This question of height applies also to washtubs and work tables, and will be discussed later.

If a house has neither plumbing nor a drainage system, it should at least have a kitchen sink of good size and height and, if possible, made of material which can be kept clean easily. A suitable pipe should be provided for carrying away waste water, either to a bucket from which it may be emptied or to a drain outside. The latter must be so constructed that it will be sanitary. It should not be merely an open trench, for this not only is disagreeable but often is dangerous to health.

IF the house is to be heated by stoves, plain substantial ones should be selected. It is difficult to see why garlands of leaves and flowers or bronze dogs should ever be considered appropriate decorations for stoves, yet such designs have often been chosen in preference to models which owe their good looks to good proportions and construction. Not only can the latter be more easily kept clean, but they are more in accord with the requirements of good taste than those which are awkward in shape or laden with useless ornaments, so-called.

If the house is heated with steam or hot water, radiators should be selected which have plain surfaces without raised

designs to catch and hold dirt. Since their main purpose is to heat the room, their size and location depend chiefly on this, but as far as possible they should be arranged so that they will not interfere with the placing of furniture in the room

chiefly done, such as over the sink and the work table.

TEXTILES of one kind or another make an important part of the equipment of a house. Carpets, rugs, curtains,



CORNER OF A MODEL KITCHEN

Sanitary equipment and convenient arrangement were the prime considerations in furnishing this kitchen

and so that it will be easy to clean around and behind them.

Whatever means of lighting is used—oil, gas, or electricity—simple lamps or fixtures are usually preferable, because they are easier to keep clean than fancy ones, and, if they are made of good materials and good designs, are better looking than very elaborate ones. Light is often used more economically if there are several fixtures in different parts of a room, and if these are planned for in the beginning they can be obtained with little extra expense. In the room where the family sit to read or sew a good lamp or a droplight on the table or fairly low, side lights on the wall are better for the eyes than high, central lights. A good light should be provided in the kitchen, especially in the places where the work is

furniture covering, household linen, blankets, all come under this heading. A general knowledge of the different fibers of which these materials are made, the effect and durability of different dyes and the values of the different methods of cleaning would obviously be a help to the practical housekeeper. Much has been written regarding color, design, and other matters pertaining to household textiles from the standpoint of the fine arts, but many of the other questions, especially regarding durability, strength, etc., have not as yet been systematically studied. Some of those which bear most directly on everyday household processes are being investigated by laboratory methods, and it is hoped that as useful results may be obtained as have been gained from the scientific investigations

EFFICIENCY AND EQUIPMENT

of food materials. In the meanwhile, general practical experience is a great help in selecting such furnishings.

Matting and carpets that are tacked down mean too much work in cleaning to be recommended, and movable rugs of some kind are much to be preferred. In choosing rugs, one should select those which are firmly woven and which lie flat. If they are too thin or loosely woven, they will work up into wrinkles or ridges, especially if they are large. Good, oriental rugs are very beautiful and wear a long time, but they are too expensive to be generally used in the majority of homes. Carpet rugs are now manufactured in a great variety of shapes, sizes, materials and designs, and are very satisfactory. Some of the best are those adapted from oriental rugs. Good Brussels carpets and some of the firmer of the pile carpetings are excellent, as are also those which resemble the heavy, old-fashioned "three-ply" ingrain. Old-fashioned rag rugs and their modern imitations have an attractive, pleasing style of their own. They are especially appropriate for bedrooms and bathrooms, but are often too thin for places where there is constant passing. Matting rugs, which now come in good tones of the standard colors, often prove useful, though they are not so durable as good wool. They are particularly suitable for warm climates.

There is such an infinite variety of materials for furniture covering that it is almost impossible to include all types in a brief discussion. Leather, wool, silk, linen, and cotton are all used. Leather has a dignified appearance, and the good qualities are durable, but in the cheaper grades the surface tends to wear off and crack, and it is often rather stiff and uncomfortable. Silk materials are appropriate in certain places, but are too expensive for common use, except, perhaps, for cushion covers, hangings, and possibly for the covering of a choice piece of furniture. Cotton is inexpensive and does not wear through quickly, but often it does not hold its color well and it catches dirt easily. Nevertheless, it is frequently used in cretonnes, chintzes, and similar printed goods and in low-priced velours, tapestries, etc. It is worth

noting that mercerizing and some of the other new methods of treating cotton during its manufacture have improved its appearance and also its wearing qualities. Linen is occasionally used in materials similar to chintzes, but its most common use in furniture covering and draperies is in velour, a sort of heavy, velvet-like material which is also made in cotton, but which is more durable in linen. Except for the fact that moths and buffalo beetles are so likely to damage it, wool is probably the most satisfactory fiber for upholstery. It is more durable than silk or cotton, does not catch the dirt as easily as the latter, and holds its color excellently. It is made into a great variety of materials—damasks, tapestries, plushes, and other richly hued fabrics.

IN furniture itself, good quality depends on well-chosen materials, artistic design, and good workmanship. Wood is the common material for most kinds of furniture, but metal is often substituted for bedsteads, and wicker or rattan for chairs, couches and small tables. Soft wood, especially pine, is used for cheap, painted chairs, kitchen tables, etc., but harder varieties are preferable for general use. The important qualities in furniture wood are strength and beauty of grain, though color is also a consideration. Oak is probably the most common wood now used in standard-grade furniture, and mahogany is always in demand for handsome pieces. Black walnut is beautiful wood for furniture, but it is seldom seen in new pieces now, partly because the supply has run short and partly because it is chiefly associated in our minds with the heavy, over-ornamented style of furniture for which it was used some fifty years ago and which has now fallen into disfavor. Some of the more expensive woods are imitated by staining cheaper kinds.

The advantages of wicker furniture should not be overlooked. It is light, comfortable, and durable. Some of the simpler designs are very good and combine well with other kinds of furniture, especially when the wicker is stained a color to harmonize with the room in which it is used.

Any piece of furniture should be and should look strong enough for the use to which it is to be put. Chairs and couches should be selected for the comfort of the persons who use them, and a living-room should be provided with a sufficient variety of chairs to suit all the members of the family. As regards design, those which suggest comfort and strength should be chosen rather than "gimcracky" types, and if there is any ornamentation it should be placed where it

ble, but women who are so fortunate as to live in roomy, country houses ought to make the most of their privileges and give their families the pleasure of ample space, even if this means banishing to the attic a few superfluous pieces of furniture.

SINCE the kitchen and laundry are the rooms where the hardest part of the household labor is performed, the ques-



EXAMPLES OF A CONVENIENT AND AN INCONVENIENT TYPE OF STOVE

Note the glass front in the high oven, which enables one to watch the progress of the baking without constantly opening the oven door

brings out the important lines of the piece and should not seem to be put on for its own sake.

The number and size of the pieces of furniture to be used in a room should bear some relation to the size of the room. Though crowded tables, insufficient bookshelves, or too few chairs are inconvenient, it is even worse to have a room so full of furniture that one bumps into it at every turn.

It should not be forgotten that well-distributed, empty spaces add to the beauty of a house. In cities where extra space means extra cost, small, overcrowded rooms are sometimes unavoida-

tion of efficiency in their equipment is especially important. This efficiency depends not only on having the most convenient devices for doing the work, but also on having them placed where they can be most conveniently used. If a woman has to go to a distant closet or pantry every time she wants a dish or a little flour, or even if she has to cross a large room as she moves between the stove and the worktable, the sink and the cupboard, she will waste a considerable amount of energy in the course of a day's work. It certainly is worth her while to study her movements as she works and

(Continued on page 59.)

An Important Judicial Decision

UPHOLDING THE PRINCIPLE OF STANDARD PRICES

BY EDMOND A. WHITTIER

Secretary-Treasurer of the American Fair Trade League

EVERY housewife has a direct, personal interest in the decision recently handed down by Judge Hough, of the United States District Court for the Southern District of New York, upholding the Cream of Wheat Company in the suit brought against it by the Great Atlantic and Pacific Tea Company.

The essential, admitted facts in the case were that the Cream of Wheat Company had refused to sell to the Great Atlantic and Pacific Tea Company any more of its products because the Tea Company was selling cream of wheat at about cost for advertising purposes, or, in other words, at twelve cents per package instead of fourteen cents, the regular standard price. Judge Hough upheld the refusal of the Cream of Wheat Company to sell to the Tea Company on the ground, among others, that the practices of the Great Atlantic and Pacific Tea Company were injurious to the public. Judge Hough said:

"If injunction" (to compel the Cream of Wheat Company to sell to the Great Atlantic and Pacific Tea Company) "were granted, defendant and many retailers would be injured, and the microscopic benefit to a small portion of the public would last only until plaintiff was relieved from the competition of the fourteen-cent grocers,—when it, too, would charge what the business would normally and naturally bear. In short, it is plaintiff and not defendant that pursues methods, whose hardship and injustice have often been judicially commented upon.

"The doing of what plaintiff" (the Great Atlantic and Pacific Tea Company) "wishes, would take from every groceryman near an 'Economy Store' the last incentive to buy any Cream of Wheat, and collectively such grocery keepers are more important to the public

and the defendant,—than is the plaintiff."

Judge Hough's decision is based on the broadest possible grounds and recognizes the contentions of economists, generally, that cutthroat competition—the use of standard articles as bait to draw trade away from small competitors—will inevitably lead to monopoly in retailing to the ultimate injury of the consuming public.

Advocates of the standard-price cause are rejoicing because such recognition by the court points to a judicial reestablishment of the principle they stand for and comes close to granting all they desire.

It should be plain to everybody that the existence of a trade-mark implies that no monopoly exists. There would be no need of such identification if there were no similar products on the market. Judge Hough expressly denied the claim of the Great Atlantic and Pacific Tea Company that the Cream of Wheat Company had a monopoly in that class of product, and said on that point: "The only competition prevented or sought to be prevented by defendant's acts is that of Cream of Wheat against itself; the only trade restrained is the commercial warfare of a large buyer against small ones, or that of a merchant who for advertising purposes may sell an article at a loss, in order to get customers at his shop, and then persuade them to buy other things at a compensating profit."

It must be borne in mind that Judge Hough's decision merely upholds the right of a manufacturer to refuse to sell to a dealer who, for his own selfish purpose, deliberately injures the reputation of a product and ultimately—and far more seriously—the consumer, by depriving small dealers of a living profit without which they cannot continue to

do business. The decision does not legalize the making of contracts or agreements between a manufacturer and his agents which would prevent unscrupulous dealers from using the cutthroat monopolistic methods which Judge Hough condemns; recent decisions of the United States Supreme Court in construing the Sherman Anti-Trust Law make it necessary, in order to effect this needed reform for the protection of the public, to secure congressional legislation.

Judge Hough's substantial judicial acknowledgment of the facts that the standard price advocates have been presenting will be a great help in the country-wide campaign which economists and independent manufacturers, retailers and consumers, have been conducting for the passage of the Stevens Bill; when that measure is passed it will be a new declaration of public policy by Congress and will be, in effect, a recall of certain decisions of the United States Supreme Court which, in the light of present knowledge, seem to be against public policy and against the real interest of the great mass of the people.

Producers of nationally known merchandise welcome this expression by Judge Hough because, heretofore, they

have been in a position where they really did not know what the law allowed them to do to protect their business good-will and reputation. Now they have assurance of being upheld if they refuse to deal with a customer who cuts the price and they may request others not to supply him goods. It will give manufacturers of standard brands an added incentive to make competition in quality rather than price rivalry the guiding rule of business.

In expressing his opinion Judge Hough reminded retailers that the true basis of competition is rivalry between individual dealers rather than individual brands; that they can sell an identical product at a stated price, but they have no right to use another's name in the transaction, because if a retailer cuts the price below cost and gets most of the local trade, and his competitor is either unable or unwilling to follow suit, the ultimate tendency is to put the product out of the market. This would be restrictive in effect and not conducive to competition; it would deprive manufacturers of any incentive to maintain the quality and reputation of the product and deprive consumers of the protection afforded to them by the manufacturer's guarantee of quality and value under his name and trade-mark.

Our Campaign for Clean Flour

OUR clean flour campaign is well started on its second year, and the results have been so encouraging in New York City that we have enlarged our field of endeavor until it includes all of the suburbs adjacent to New York and Brooklyn.

Realizing the absolute necessity for the adoption of some sort of a sanitary container which would protect flour from contamination in its journey from the miller to the consumer, we investigated the situation thoroughly from every angle, and found rope-paper sacks or cloth sacks with a paper lining to be the most practical, since they are airtight and waterproof, and do not allow particles of dirt, filth and moisture to be absorbed into the flour, as is the case

with the ordinary, unlined, cloth sack. And so, having found a remedy for our difficulty, which incurred no additional expense to either the miller or the consumer, we began our campaign well equipped to win out against our enemies—germs and dirt.

A personal inspection of practically all the grocery stores in New York City was made with a view to securing the co-operation of the grocer in our efforts to procure "clean flour." This was followed by a second and a third investigation by our own inspectors, and the results were very gratifying. We found the greatest willingness on the part of the wholesale grocers to handle flour in sanitary, rope-paper bags or paper-lined,

(Continued on page 58.)

Glimpses of our Leaders

MRS. ARTHUR S. HURRELL

President of the Housewives League of Buffalo

BY IRENE M. SERVOS

[EDITOR'S NOTE.—One of the many pleasures which have come to the President of the Housewives League, and, in a lesser degree, to all the members of the National Executive Committee, through their connection with this great movement, has been the acquaintance it has brought them with the women who are leading it in the various States and cities. The President has had the pleasure of meeting most of these leaders personally. The other officers know them at least by correspondence, and so at Headquarters the League has come to seem like one big family. We feel that this pleasure should be shared with all our members, and therefore we are arranging to publish a series of articles about our leaders, giving you a little glimpse of their home life, along with the story of their public activities.]

"I'D rather see the 'De'il hi'self' coming after me than the Housewives League and that Mrs. Hurrell!"

This was the sentiment expressed, not long since, by one of the politicians of Buffalo, who had only to pass around the word, in his particular branch of the city government, and things would go pretty much according to his will.

And why did the politician give vent to this strange feeling? Because the Buffalo branch of the Housewives League, with Mrs. Arthur S. Hurrell as its president, has been making a persistent fight for a sanitary code in the city of Buffalo ever since the League was organized.

It was Mrs. Hurrell who conceived the idea of a Buffalo branch of the National Housewives League. She has been its president since a few months after its organization, about four years ago, and to her the League owes its great success.

When the idea of a Housewives League was first spread through the city, with the avowed intention of creating greater efficiency among housewives and, incidentally, reducing the cost of living, there was a general opinion, especially among the trades people, that it was only another "woman's fad" and that its life would be short. But they counted without their host. The strong individuality of Mrs. Hurrell, aided by an executive board of remarkable "stick-to-it-iveness," soon made it a factor to be reckoned with.

One of its first activities was to take a fling at the butter and egg market. The general retail prices seemed, after careful investigation, to be out of reason. Community sections were formed, and an arrangement was made with a dealer who was satisfied with a legitimate profit, to furnish butter and eggs to League members—with the result that in less than a year over thirty thousand dollars' worth of butter and eggs was distributed by the League at reasonable prices.

THERE came a time when a corner in the egg market throughout the country seemed imminent. A warning went out from the National League. The Buffalo Housewives League considered the situation carefully and put the facts before the public. The members of the League refrained from using eggs, and were supported in this action by members of women's clubs throughout the city. It was holiday time, and Mrs. Hurrell realized that many who could not afford to pay the high price asked for eggs would be deprived of Christmas cakes and puddings. So the League had an "egg sale," being enabled to secure a large quantity at a low figure. The eggs were sold at a margin sufficient only to cover the expense of handling. In one day nearly three thousand dozens of eggs were disposed of—at a price ranging from ten to fifteen cents per dozen less than the price being asked throughout the city.

(Continued on page 54.)

Between Ourselves

A CLEARING HOUSE FOR IDEAS AND OPINIONS AMONG OUR READERS

[EDITOR'S NOTE.—This department belongs to our readers. It is devoted exclusively to communications received from our readers on any subject on which they care to write us. We are constantly in receipt of letters from subscribers which we feel should be shared with others who are interested in household and civic problems. Bring your experiences and thoughts and worries to this department and let us pass them along to others who will be interested and may, perhaps, offer some suggestions that will help you.]

What is the Solution?

"WOULD it be an intrusion for me, the silent partner of a retail grocer to suggest one or two causes of the high cost of living, as I see them?

My husband and I have been in business for about three years, and, as far as has been possible, we have "kept store" in the most modern and approved way. We have kept our stock fresh and sanitary, have given full weight and the best goods possible, for the prices. In no case have we, knowingly, overcharged.

At the end of three years, we find ourselves worth less than when we started. This is due to no extravagance on our part, for we have practiced the closest economy during these three years. It is due partly to the failure of the only bank in our little town, just after we had bought the store. But this has not been the entire cause. The credit system of business is responsible for its full share.

No doubt the credit system is greatly exaggerated here, but it exists to a greater or less degree the country over. By close contriving, we have managed to keep the credits down to a little more than half the amount of our capital. But the wholesale houses are crowding hard, and we, with three other grocers, are planning to change to a cash basis. We have so announced, and you should hear some of the comments resulting.

One of our customers, who is worth, perhaps, twice the amount of capital we own, said that he could get the money at the bank, if necessary, but he did not like the idea of paying ten per cent. interest on the money so obtained. I suppose it did not occur to him that he was forc-

ing us to borrow at the bank in his stead.

One man owns real estate to the value of five times that of our store, home and all. He owed us a bill of \$50. When asked kindly for a remittance he said that money was too close and that he would not be able to pay before spring. This was early in the fall.

There is a small college in our town. One of our customers takes student boarders. When she received the announcement of our change to a cash basis, she reported thus, "I like your store better than any other. I am always satisfied with what I buy there. But I don't see how I can pay cash, as some of my boarders cannot pay me until after school is out, when they will work and earn the money."

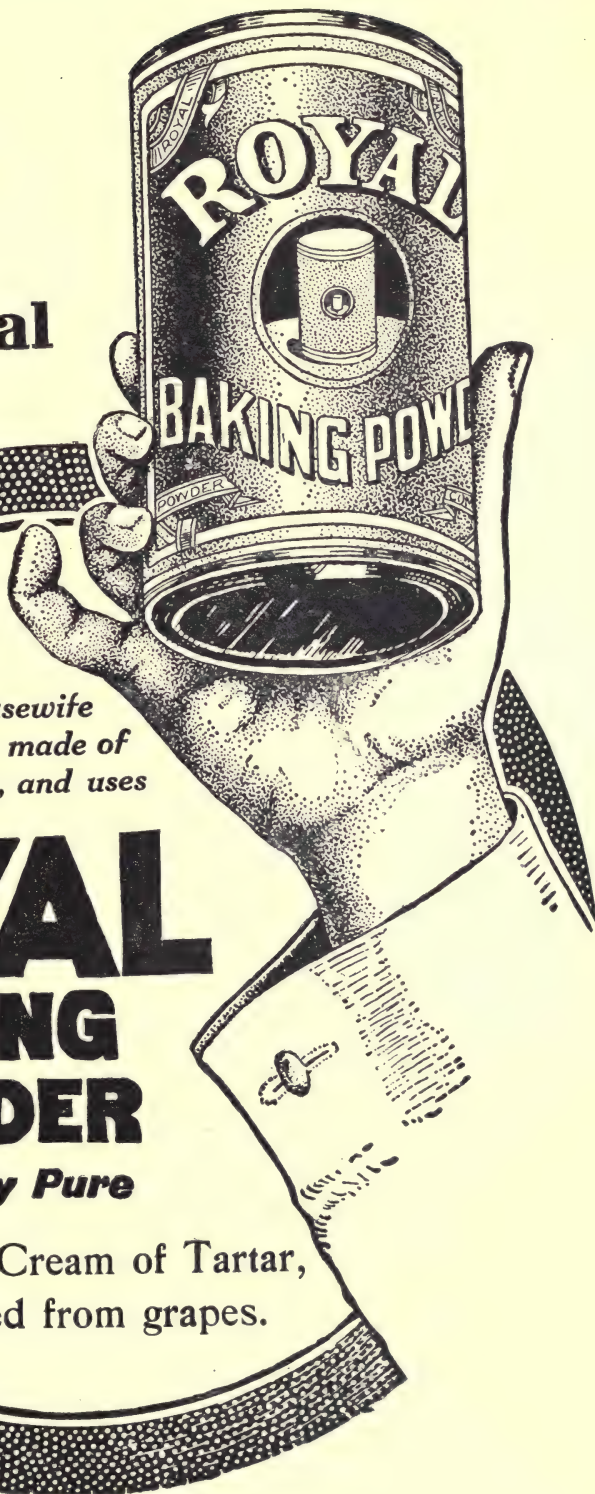
And that is the way it goes. Many of the students, and residents as well, have always lived a year behind in finances.

These people, to pay whose bills we have been borrowing money and paying interest, now come to us, saying, "If you insist upon our paying cash we will send to the mail-order houses where we can buy cheaper."

This, I maintain, is one cause of the high cost of living, for wherever the credit system is extensively used, grocers must either put up their prices or fail.

I might continue for some time telling you of the economies we have been obliged to practice to keep our heads above water; how we have done without meat except for Sunday dinners, and even then used salmon loaf to save expense; how I denied myself a really good lecture, which is such a rare thing in our little town, so that baby might have the warm

**Healthful
Reliable
Economical**



*The prudent housewife
avoids substitutes made of
alum or phosphate, and uses*

ROYAL BAKING POWDER

Absolutely Pure

Made from Cream of Tartar,
derived from grapes.

cap he needed; how our meals have often consisted of soup, because it is cheap, and fruit, because it is abundant and I had canned a generous amount; how our clothes have been made to "reach" until they will no longer stretch—all just to make ends meet.

I cannot help feeling that it would be a splendid thing for us all, dealer and buyer alike, if someone would look into this

question of the credit system and find a solution by which the hardship may be made to fall on neither dealer nor consumer alone, but be shared by both.

Certainly, I wish you every success in your work with the Housewives League and feel that what you and the other members of the League are doing will prove a veritable blessing to the nation."

Extract of letter from a subscriber.

More About Weights and Measures

SOUTHERN PINES, N. C., Aug. 23, 1915.
I was very much interested in reading the article on weights and measures which I found in the July number of the HOUSEWIVES LEAGUE MAGAZINE.

In our store we use the most accurate scales we have been able to find, but there is always the human element to be reckoned with and inaccuracies are bound to occur unless the strictest care is exercised to prevent them. My helpers are made to realize that they must steer a middle course between becoming a scoundrel and becoming a fool, in their weighing. "He who gives under-weight is a scoundrel and he who gives over-weight is a fool." My observation has been that there is more tendency to give over-weight than under-weight in my own store. I have even heard of some dealers who tried to make themselves popular with customers by giving more than the full measure.

There is always danger of the housewife's accusing the dealer of giving short weight because her own cheap scale is inaccurate. I remember hearing a woman, whose integrity could not be questioned, accusing a grocer of sending her short-weight. Being a man who insisted upon the most scrupulous attention to weights and measures on the part of his assistants, the dealer refused to settle with his customer according to her weight, but questioned his helper closely and sent for the goods—nearly a mile. When they were brought back, he himself weighed them and found that his helper had not made a mistake. The housewife's scales were not balanced properly.

If you know of a scale that is both accurate and convenient I shall be very glad to know about it. I sell family scales and want to sell the best.

JOHN LEWIS.

An Up-to-Date Market

LITTLE ROCK, ARK., Sept. 8, 1915.
IN the last two issues of the HOUSEWIVES LEAGUE MAGAZINE, some of the problems to be faced in establishing and running a public market were discussed. It may interest the readers of the magazine to know how one town is working out its market problem.

The market building in Little Rock is one of the most complete and modern buildings of its kind in the South. It occupies one whole block and houses a great variety of industries, including a

bank, a cafeteria, stores and shops of various kinds, a bakery, a dairy station, besides the numerous stalls for selling groceries, meats and vegetables. These stores occupy the ground floor of the building. The second story is given over to apartments and offices, and in the basement are cold storage bins.

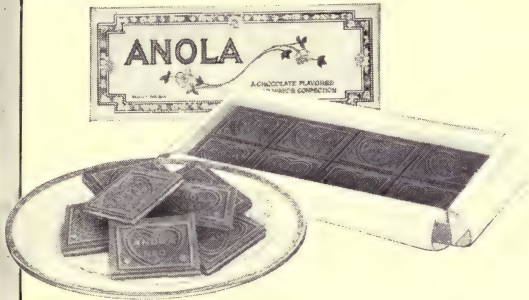
There are four entrances to the market, one in the center of each block, making it easy of access from all directions. An arcade runs through the building

(Continued on page 60.)

NABISCO

Sugar Wafers

make an irresistible appeal to the palate. These bewitching dessert confections are made for the joyful occasion, the social gathering, the feast.



ANOLA—Delicious wafers of chocolate-flavored goodness; crisp baking outside, smooth cream filling inside, chocolate-flavored throughout. The taste is unique, the form is inviting, and the occasions upon which they can be appropriately served are without number.



ADORA—Another dessert confection invariably popular with the hostess. These little wafers are pleasing to look upon, entrancing to the taste, whether served with desserts or eaten as a confection.



FESTINO—Their resemblance to an actual almond is most attractive. FESTINO conceals beneath the delicate shells an enticing sweetened, almond-flavored filling.

**NATIONAL BISCUIT
COMPANY**

News from the Field

Marketing Problems in New Orleans

HOUSEWIVES SEEK WAYS TO BRING
PRODUCER AND CONSUMER TOGETHER

NEW ORLEANS, September 4, 1915.

"NEVER," says the *Times-Picayune*, "was there such work as some of the members of the Housewives League have been doing all through the sultry days that have fallen to the share of New Orleans this summer."

Whether this statement is literally true or not, there is no doubt that this has been a very busy summer for the housewives of New Orleans, but if we only succeed in lowering the cost of living we will feel that we have been amply repaid for our labor.

Very early in our study of the problem we saw that women were largely responsible for its existence, and we concluded that what New Orleans needed was to get back to the market-basket habit. Time was when every New Orleans woman went to market, followed, perhaps, by Celeste or Suzanne, who carried the basket home. Now the housewife calls up the butcher and baker and the rest of them on the 'phone, and orders what she wants. Or else she turns the whole business over to the Suzanne or Celeste of the period, and it is a well-known fact that in many cases Suzanne and Celeste rise to the occasion in a most enterprising manner. In one fashionable district, in another city, it was discovered that a prominent grocer with whom the families of the district all traded had offered a prize of ten dollars in gold to the servant who could get her "white folks" to place the largest order during the month.

The housewives of New Orleans are beginning to see that the business of home-making cannot be turned over to servants, and the organization of the housewives has therefore awakened intense interest. Even those who are absent from the city are joining the move-

ment, not waiting for their return, as they might naturally be expected to do. One woman sent her name and her membership dues from Colorado, where she is spending the summer; and another did the same from Little Rock. The men are equally interested, as well they may be, for it is they who pay the household bills.

The problem to which we are now giving most attention is that of bringing producer and consumer together, and correspondence is pouring in from women all over the state, who are hoping that we will provide some means whereby they can reach the women of the city.

From one letter we learned that brooms, which the makers were anxious to sell at a small price, were being made from home-grown straw in the state, while inquiry among the stores and factories brought out the fact that the straw used in the local manufacture of brooms came from Oklahofna.

Another letter accompanied a shipment of okra, for which the owner asked only a dollar a bushel. The very same day the hucksters of the city said they had been obliged to pay from four to six dollars a bushel for the okra they were selling.

Tomatoes were sent to us so large and smooth and round that every one exclaimed over them, and we were told that hundreds of bushels of similar ones were going to waste in the fields where they grew. Such tomatoes sell at the rate of two for a quarter in New Orleans.

With all this abundance at our doors, why should we be paying such exorbitant prices? We have several committees, such as the Farm Products Committee, the Market Committee, the Egg Committee and the Buy-at-Home Committee,



“The Boys Own Vigor-Giver”

that's what the mothers who know and
use it call

Pillsbury's Best Flour

If you want *your* boys to be manly and
ruddy and sturdy and strong—if you
want to see them bubbling over with
life and energy—

Give them Bread made from flour
that's rich in Gluten and low in
Starch—give them bread made from
flour that's rich in strength and body-
building qualities drawn from the
breeze-swept, sun-drenched northern
prairies—Get and give them Pillsbury's
Best

which are busily engaged upon the problem of investigating conditions with a view to suggesting a means of reducing the high cost of living in New Orleans, and we are expecting soon to find some

way of bridging the gulf that exists at present between supply and demand.

MRS. H. B. MYERS,
President New Orleans Housewives League.

Anti-Vermin Campaign in Houston

HOUSTON, September 3, 1915.

THE Housewives League of Houston has declared war on the rats and roaches and other vermin of that city, and has already, for experimental purposes, cleaned up one of the hotels.

Powder was puffed into the cracks of tables, walls and floors, and immediately, the committee reported, the roaches "swarmed out in clouds, completely covering objects from sight. In a few minutes they turned up their toes to the daisies, and all there was left to do was to sweep them up, leaving a clean kitchen, a clean pantry, no roaches, and no disgusting odor." The committee was convinced that with the coöperation of the citizens the city would soon be rid of this pest.

At a recent meeting of the League, a member from New Orleans told how the rat nuisance had been brought under control in that city, and the Houston housewives determined to agitate for similar measures. As many ships will be coming to the port of Houston for the Inaugural Water Parade, thus increasing the rodent menace, we believe that the present is a favorable moment

for us to start our anti-vermin campaign.

The League will share the boat of the City Federation of Women's Clubs in the Water Parade and assist in the entertainment of the city's guests. We have undertaken to furnish one hundred loaves of home-made bread for the occasion, all sanitarily wrapped, and the mayor has stipulated that he be allowed to sit at the table where this wrapped bread is served.

The League is also arranging to participate in the Texas Woman's Fair, having both a booth in the fair and a float in the parade which is to accompany it.

The League has just borrowed from the Rotary Club an ingenious plan for apportioning the work of the organization. The members are to be divided into twelve groups, according to the months in which their birthdays occur, and the chairmen of the standing committees are authorized to call upon each month's group for any assistance needed during that month.

MRS. J. A. HAUTIER,
First Vice-President Houston Housewives League.

Buy in Wilmington

WILMINGTON, N. C.,

September 10, 1915.

THE Housewives League of Wilmington is coöperating with the Rotary Club in a Buy-in-Wilmington movement. By invitation of the former organization, the Buy-in-Wilmington Committee of the Rotary Club and representative merchants of the city met at the Merchants' Exhibit and Rest Room maintained by

the League to discuss the matter, and a very interesting meeting was the result.

Mr. Roger Moore, of the Rotary Club, called attention to the statement, frequently made, that local merchants did not carry sufficiently diverse stocks, and that, therefore, the citizens were obliged to supply their needs from outside sources, and admitted that there was considerable truth in it. He said that



The Dawn of a New Baking Day

THIS new baking powder, RYZON, was sent to one of the food authorities of the country—one who has been active in improving the nation's food supply. He was asked to give his opinion of RYZON. He wrote: "RYZON has a tendency to restore to bread made with white flour some of the original elements contained in the whole wheat; it has qualities of excellence and physiological relations which entitle it to the confidence and patronage of the public."

What is it that makes RYZON different?

RYZON is composed only of elements about which there is no question as to their healthfulness. It is a stronger powder and is so prepared as to retain its strength. It will produce baking results that are always the same in delightful quality. Its use brings a new degree of baking goodness.

RYZON is now on sale in the grocery stores of New York City and

GENERAL CHEMICAL CO.
FOOD DEPARTMENT
NEW YORK

vicinity. Its distribution is being extended. If members of the Housewives League cannot yet obtain it of their grocers, and would like to use RYZON for better baking, a pound tin will be delivered upon receipt of 35c mailed to the address below, with the name of your grocer. RYZON

is guaranteed to be perfectly satisfactory in every particular or money refunded.

the Rotary Club intended to use its influence to put an end to this state of affairs.

One of the merchants replied that, while merchants in a city the size of Wilmington could not be expected to carry such a variety of goods as the great department stores of the large cities, he, or any other merchant, would gladly order anything wanted by a patron. He added that citizens probably did not take the trouble, in many cases, to investigate local stocks before ordering out of town.

Another speaker pointed out that it was not only retail buyers who failed to buy home products and patronize home industries. Merchants, both wholesale and retail, he said, were in the habit of purchasing in other markets goods produced locally.

The housewives said they would be

glad to purchase locally whenever it was possible to obtain what they needed, provided the prices were as reasonable as those offered elsewhere.

The matter was left to a joint committee of the Housewives League and the Rotary Club. This committee will receive complaints as to the failure of local merchants to carry commonly used articles, or any failure of the citizens to do their part, and will try to devise means to remedy existing evils.

All the men who attended the meeting spoke enthusiastically of the work the Housewives League has been doing in the city, and exhibitors in the Rest Room testified to the good results of such advertising.

MRS. WILLIAM LATIMER,
President Wilmington Housewives League.

September Lectures at Headquarters

[EDITOR'S NOTE.—We call the special attention of all our readers to the lectures and demonstrations now being given at the National Headquarters of the League. We cannot give you the programs in advance because they are arranged only from week to week; but the following will give you an idea of the character of the courses.]

Rosettes and Timbales for Dainty Entrees.
Demonstration by Mrs. L. M. Campbell.

Peach Bavarian Cream and Other Desserts.
Demonstration by Miss Emma Bossong, Domestic Scientist to the National Housewives League.

Refreshing Summer Drinks. Demonstration by Miss M. L. Gunst.

EGGS—Japanese Style. Demonstration by Miss Bossong.

Some New Ways of Serving Tomatoes. By Miss Bossong.

Canning Lesson—Preserved Peaches. By Miss Bossong.

Fancy Breads—Nut Bread and Rusk.
Demonstration by Mrs. L. M. Campbell.

Fish Dishes Suitable for Luncheon. Lecture by Miss M. E. Manning.

Penny Lunches for School Children. Lecture by Mrs. Edna Klaer Hunt, Supervisor of the New York City School Lunch Committee.

Cookies to Suit All Tastes. Demonstration by Miss Bossong.

A Canning Lesson—Grape Preserve, Grape Jelly, Grape Juice. By Mrs. Nellie Snyder, of the New York School of Agriculture, Long Island, New York.

Peach Bavarian Cream and Other Desserts.
By Miss Bossong.

First Aid to the Injured. Beginning a series of lectures and demonstrations on this subject.

Cream Puffs with Cream Filling. Demonstration by Miss Bossong.

Canning Lesson—Sweet Pickles. Demonstration by Mrs. Snyder.

Good Health Through Simple Living. Lecture by Dr. W. H. Vail.

The Preparation and Cooking of Potatoes. Demonstration and Lecture by Miss Bossong.

Junior Housewives League. Meetings have been held every Saturday morning under the direction of Miss Bossong and Miss Gorton.



THIS sugar has the ideal texture for making icings, frostings and confections—the wax paper lining keeps the sugar smooth and lumpless.



Here is a package cane sugar for every household requirement—the convenient and economical way of using sugar—weight guaranteed.

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The Housewife's Book Shelf

PROBLEMS OF HOUSEHOLD ADMINISTRATION
USEFUL INFORMATION FOR MOTHERS

Foods and Household Management. By Helen Kinne and Anna M. Cooley. 401 pages. Illustrated. Price \$1.10. Published by The Macmillan Company, New York.

THIS volume, like its companion, "Shelter and Clothing," a review of which follows, is prepared by two well-known authorities in the field of household arts. Although it is intended primarily to aid teachers of the subject, this book will be found useful in the home as well, dealing as it does with the subjects which are of especial significance to the home maker. Its treatment of foods is comprehensive, taking up the problems of production, sanitation, cost, nutritive value, preparation and serving. All these phases of the food problem are interwoven with the practical aspects of household management. A phase of the subject which is dealt with at length is that of household accounts, including a discussion of the budget and suggestions on how to buy. The chapters on housewifery and laundering are especially helpful to the housewife, as they contain many practical suggestions as to ways of doing things with the least possible trouble and maximum amount of profit.

Shelter and Clothing. By Helen Kinne and Anna M. Cooley. 377 pages. Illustrated. Price \$1.10. Published by The Macmillan Company, New York.

THIS book deals with the organization and ideals of the home, its sanitation, decoration and furnishing. It contains an exhaustive discussion of textiles, taking up each one of the various fabrics in detail and giving the salient points of its manufacture and its preparation into the finished product ready to be used in the home. The last chapters are devoted to a very practical exposition of methods of sewing, embracing simple dressmaking and millinery.

The suggestions as to the care and repair of clothing are valuable and cover nearly every phase of the subject, from

removing stains and patching holes to the careful treatment of clothes, in general, and the storing of garments between seasons. The chapter on the history of costume throws an interesting side-light on the question of dress, and offers, besides, some helpful suggestions for choosing one's clothes appropriately.

The Care of a House. By T. M. Clark. 283 pages. Price 50 cents. Published by The Macmillan Company.

THIS is a practical handbook of knowledge on almost any subject with which the housewife may have to grapple. It tells about the materials of which a house is built, and explains about the plumbing system, the heating system, the gas and electrical fixtures. It also explains about the different stains for the finish of woodwork, what kinds are most useful and durable, how to apply them, and how to keep them looking well after they are applied. The suggestions for removing different kinds of stains from the floors give a very practical touch to this discussion.

The book ends with a chapter on how to keep the house in repair. This chapter will prove valuable to the careful housewife who likes to know the easiest and most effective ways of doing things.

The Healthy Baby. By Roger H. Dennett, M.D. Price \$1.00. Published by The Macmillan Company, New York.

THIS book makes clear to the mother just how to do the ordinary, everyday things that mothers have to do for their children. The book is easily usable by any mother, even though she has not a technical knowledge of baby diseases, for the ailments dealt with here are only the simple kind, the causes of which are readily understood and easily remedied. The chapter on feeding will be found especially helpful, as the information contained therein is presented in a simple and direct manner and is easily applied by the mother.

Another Way to Use Wheatena

Wheatena Baked Fruit Pudding

Boil 3 level teaspoonsful of Wheatena, 10 dates cut into small pieces and pinch of salt in 1 1-2 cups of milk, two minutes. Remove from fire and pour over one beaten egg, stirring constantly, 1-4 cup currants or seedless raisins, butter size of English Walnut and 2 tablespoonsful of sugar. Beat well and pour into a greased pudding dish and bake 15 minutes in a moderately hot oven. Serve hot.

Wheatena is a unique breakfast cereal. It tastes good, is easy to prepare and is economical.

*If you do not know Wheatena write
for free sample and recipe booklet*

THE WHEATENA COMPANY

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Recipes is just out—
we will send it to you

FREE

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This is one of the NEW
IDEAS from the NEW BOOK

A SALAD-DESSERT

- | | |
|------------------------------------|---|
| 1 envelope Knox Sparkling Gelatine | 2 tablespoonfuls lemon juice |
| $\frac{1}{2}$ cup cold water | $\frac{1}{2}$ cup sugar |
| 2 cups boiling water | 1 teaspoonful salt |
| $\frac{1}{2}$ cup mild vinegar | 3 cups fresh fruit, cut in small pieces |

Soak gelatine in cold water five minutes, and add boiling water, vinegar, lemon juice, sugar, and salt. Strain, and when mixture begins to stiffen, add fruit, using cherries, oranges, bananas, or cooked pineapple, alone or in combination. Turn into mold, first dipped in cold water, and chill. Remove from mold to nest of crisp lettuce leaves, and accompany with mayonnaise or boiled salad dressing.

Remember, the

NEW BOOK IS FREE

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GLIMPSSES OF OUR LEADERS

(Continued from page 41)

There was a most cosmopolitan crowd of buyers. Men and women came in autos, women came with shawls over their heads and baskets on their arms, working-men with their dinner buckets, store clerks and office employees. The egg market was broken, so far as Buffalo was concerned, and many had eggs to use who for months past had been unable to buy them because of the exorbitant price. One of the largest retail merchants in the city frankly admitted that they had never before been obliged to sell eggs at that season of the year on so low a margin of profit.

Next, the milk dealers of the city thought it about time for them to contribute toward the high cost of living and boost the price of milk. Mrs. Hurrell and the members of the executive board were not caught napping. They informed themselves fully as to all conditions surrounding the milk supply of the city, prices paid to farmers, cost of putting on the market, etc. As a result of this "pernicious activity" of the League, Mrs. Hurrell was reported to have been "subsidized by a Trust." But the point is that the price of milk has remained at a reasonable figure, and the poorer people are not denied this most essential element of food.

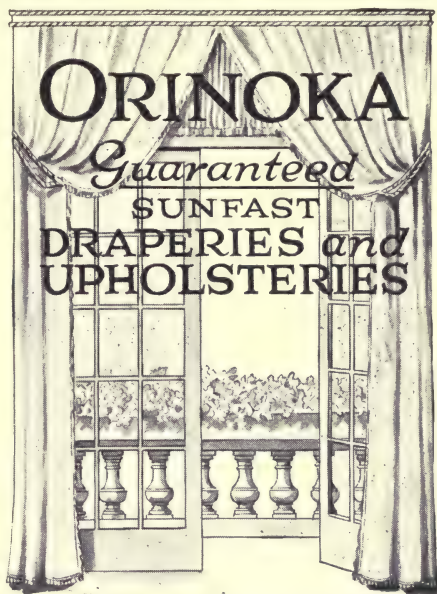
The latest activity of the League was to assist the Federal Department of Markets in utilizing the bumper crop of peaches in order to avoid wanton waste. The use of peaches in every way was urged, and every housewife in the city was asked to contribute one can of peaches for charity. The League collected these cans of peaches and distributed them. Also, under the direction of Mrs. Hurrell and the Buffalo Chamber of Commerce, the League had a public demonstration of scientific canning of peaches on September the 14th. Miss Claribelle Nye, of the U. S. Department of Agriculture, presented the lecture, assisted in the demonstration by Miss Emily Pettit of the Erie County Farm Bureau. Perhaps there can be no better evidence of the present standing of the League in Buffalo than the fact that in this "peach activity" the Retail Grocers' Association

lent the League its hearty coöperation. The price of peaches was greatly reduced, and many of the poorer class of people were able to avail themselves of this luxury.

MR. HURRELL is the wife of Prof. Arthur S. Hurrell, principal of the Technical High School. Previous to the organization of the Housewives League she had not been active in public work. But the general principles of the work appealed to the sincere home woman that she is, and she has put the very best of herself into it.

She has shown herself to be an organizer and leader in the highest sense. She does not jump at conclusions, but studies a question carefully from all viewpoints. Then she takes her stand, and holds to it. She is a forceful speaker because she is clear and concise in her points, and in making her audience see her points. Her cordial manner and strong personality combine in giving her a pleasing presence on the stage, and she has been in great demand as a speaker. She has spoken before most of the women's clubs and men's organizations of Buffalo, and also in other cities. Her loyalty to the League and her persistency in attaining its objects have made the organization one of the strongest factors in the public welfare of the city. Where at first there was skepticism has now come confidence; and in crises along certain lines it is the Housewives League to whom appeal is made. Dealers and tradespeople realize that the object is not cut-throat prices, but, rather, fair prices, free from manipulation, pure food, produced under sanitary and cleanly conditions, and greater efficiency among women in the management of the home and the purse.

The enactment of an adequate sanitary code for the city of Buffalo has not yet been accomplished. But the same strength of purpose which has always actuated the work of the Housewives League of Buffalo will win this fight eventually; and the name of Mrs. Arthur S. Hurrell will be known in Buffalo as that of one of the benefactors of the city, for she will stand as the leader of one of the most effectual movements in the history of Buffalo.



Colors the Sun Won't Fade

SELLECT any Orinoka guaranteed colors you please for your window draperies. Hang them where the hottest sun will blaze on them day after day, and you will find that they won't fade in the slightest. Even repeated washings can't dull them, for they are guaranteed positively fadeless.

A wealth of fascinating designs, colorful tones and lustrous textures to select from, at modest prices. Write for booklet, "Draping the Home," and name of your nearest dealer.

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See these goods at your dealer's and insist upon this Guarantee, which is on every bolt.

These goods are guaranteed absolutely fadeless. If color changes from exposure to the sunlight or from washing, the merchant is hereby authorized to replace them with new goods or refund the purchase price.



Use Them When Cooking? Certainly!

In fact, that is where the use of ScotTissue Towels appeals to the majority of housewives.

When you remove fried foods from the frying pan, lay them on an absorbent ScotTissue Towel; the grease will be immediately absorbed and the foods will be more appetizing and wholesome.

Use this absorbent paper for wiping off fish, meats,

etc., when preparing them for cooking. This use will always save a clean cloth.

Of course, the convenience of always having a clean towel for the hands in the kitchen is unquestioned. Here ScotTissue Towels satisfy, besides saving frequent washing of fabric towels. You will appreciate them for the children's grimy hands. It is surprising to learn how often you can use

Absorbent

ScotTissue Towels

"Use Like a Blotter"

JUNIOR ROLL, 10c

STANDARD ROLL, 25c*

LARGE ROLL, 35c*

The Way To Get Honest Value In Toilet Paper

Put quality first—always. Then demand the number of sheets in the roll, because, after all, "It's the Counted Sheets that Count."

ScotTissue Toilet Paper—1000 sheets to a roll, 10c. The best buy in an absorbent, soft white toilet paper.

Sani-Tissue Toilet Paper—2500 sheets, 25c. Three rolls in a carton. The special balsam treatment makes it soft and clothlike, with healing properties.

Take Up This Big 50c Offer

The above goods sold at all progressive dealers, but in order that you may get acquainted with all the ScotTissue Products we will send you, on receipt of 50c (in Canada 75c), 1 roll Standard ScotTissue Towels, 1 Towel Fixture, 1 Pure White ScotTissue Table Cover, package of 12 ScotTissue Dydees, 1 roll ScotTissue and 1 roll Sani-Tissue Toilet Paper and 1 other high-grade Toilet Paper. All for 50c (Canada 75c).

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Convenience saves much

The convenience of Carnation Milk saves time—work—worry—money. If for no other reason than its *convenience* you should keep on your pantry shelves a good supply of Carnation Milk. Much greater, however, than its constant convenience, you will find its purity, quality, economy and *safety*.

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Use it in coffee, for all cooking and baking, for the table; give it to the children. Once you realize by actual trial how convenient it is and how economical it is, you will use it always.

Order it from your grocer, "The Carnation Milkman."
Use the coupon below and secure a free copy of our new cook book.

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Please send me your new cook book, filled with special evaporated milk recipes and containing "The Story of Carnation Milk," as it is demonstrated at the San Francisco Exposition.

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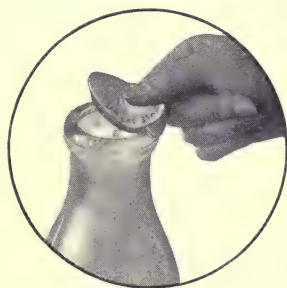
Milk is Pure—

when it enters the bottle. It should remain pure until it reaches your table.

Imperfect bottle sealing allows the accumulation of dust and germs which enter the milk.

The Sanlac Seal

KEEPS MILK PURE



This flat, secure, sanitary covering is a positive protection against the gathering of germs. It is easily removed and replaced. The part that is used as a finger-hold does not touch the milk.

For your own protection, be sure that your milk is San Lac Sealed.

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Makers of Paper Products

LOWVILLE

NEW YORK

Send this coupon for samples.

THE PA PRO COMPANY Lowville, New York
GENTLEMEN—

Please send me samples of the San Lac Seal.

Name.....

Address.....

My Milkman's Name is.....

His Address.....

OUR CLEAN FLOUR CAMPAIGN

(Continued from page 40)

cloth sacks, and in several instances the virtue of our campaign appealed to them so strongly that they have revolutionized the packing of their own private brands of flour and have discarded the use of the unsanitary, cloth bag, and are using rope-paper bags exclusively.

The large department stores of New York have fallen in line and are handling flour in sanitary bags, and as the manager of one of the largest department stores puts it, "We are enthusiastic over the change in the flour container, and hope gradually to do away entirely with the handling of flour in cloth bags." The chain stores in New York, and they number many hundreds, have felt the influence of our campaign, and to-day there is hardly a chain of stores operating in New York that is not carrying at least a part of its flour in sanitary sacks, while several chains of stores have signified their intention of carrying all of their flour in sanitary packages in the near future.

The clean flour campaign is in full swing in Brooklyn and nearby Long Island towns, and is meeting with the greatest success. All grocers carrying their flour in sanitary sacks have been given signs showing that they are co-operating with the League in its clean flour campaign. Look for such a sign at your grocer's. If you see it, let the grocer know that you appreciate his co-operation with the work of the League to secure better food conditions. If there is no such sign, ask him "why"; but, above all, insist that your own flour be sent you in a sanitary paper or paper-lined sack. If he won't supply you, try some grocer who will. If the grocer tells you that he cannot get flour in rope-paper bags he has been misinformed, for there is not a single, well-known milling firm to-day that is not packing at least part of its output in paper bags. You are entitled to clean flour. Insist upon getting it.

The most effective way of making sure that you get clean flour at all times is to demand that your grocer sell it to you in the proper kind of container. Do not allow him to sell you flour put up in any other way.

EFFICIENCY AND EQUIPMENT

(Continued from page 38)

see if by changing the place in which some things are kept or by moving the worktable or the kitchen cabinet she can not reduce this waste of energy. As has already been suggested, the height of worktables, sinks, and laundry tubs has much to do with the ease of working. Different kinds of work, of course, call for tables of different heights. Ironing, for example, which consists of pressing down hard, is easier on a lower table than would be chosen for general work. The height of the worker also makes a difference. From thirty-two to thirty-six inches from the ground is the usual height for general worktables, and the bottom of the sink should usually be thirty or thirty-one inches from the floor; but it is better for each housekeeper to test out this matter for herself before she buys a new table or has a new sink set up than to trust to general rules.

The Night-Buying Habit

People who buy groceries late at night, except on Saturday, may have their reasons for the practice, but generally the reasons will not "hold water." We have seen a customer come in at nine P. M. for kindling wood; maybe he wanted it to throw at cats taking part in a nocturnal concert. Another customer at about the same hour wanted three and a half pounds of sugar, possibly to take to bed with him.

The answer may be offered that these things were wanted for breakfast, but the early hours of the grocery stores that keep open late permit customers to get supplies early in the morning.

There are so many of the "behind-hand" class of people in the world that groceries will always be salable at late hours, but we have never heard late hours offered by any grocer as the secret of his success.—*The Ideal Grocer.*

These trade-mark cross-cross lines on every package

GLUTEN FLOUR **DIET FOR**
DIABETICS

Kidney and Liver Troubles, Rheumatism, Obesity
and ills arising from excess of Uric Acid

Rich in Protein. Ask your physician. Leading grocers.
For booklet or sample, write

FARWELL & RHINES, Watertown, N.Y., U.S.A.

Make Pure Golden Syrup At Home

Granulated sugar, boiling hot water,
and

MAPLEINE

will give you syrup of delightful flavor
and rich smoothness. Easy, Economical,
Delicious for hot cakes.

1 oz., 20c.

2 oz., 35c.

Grocers Sell It, or write Dept. 43.

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EAT GOODMAN'S EGG NOODLES



SOLE BAKERS OF THE

BERLINER TEA MATZOTH'S

SOLD EVERYWHERE

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USE THIS OIL ON YOUR SEWING MACHINE



3-in-One is the
best oil for sewing
machines and all other light
mechanisms. Goes to the spot and
lubricates quickly. Never gums nor
dries out. Doesn't collect dust and
dirt. Adds to the life of the machine
and to your comfort using it.

3-in-One oil

is sold in hardware, grocery, drug and general stores.
1 oz. bottle, 10c; 3 oz., 25c; 8 oz., (½ pt.) 50c. Also
in Handy Oil Cans, 3½ oz., 25c. If your dealer
hasn't these cans, we will send one by parcel post,
full of 3-in-One, for 30c.

FREE—Write for a generous free sample
and the 3-in-One Dictionary.
THREE-IN-ONE OIL CO.

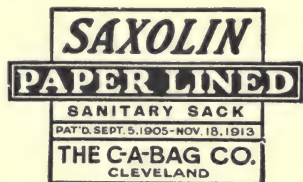
42CUS. Broadway
New York City

3
IN

Today's the Day!

When You Buy Flour

You want it pure, fresh and clean. You can be sure it is if you insist on this mark on the sack.



No Dirt, Dust or Impurities
of any sort can touch
the flour.

It is not Wasted in Handling
It can't sift out.

It Reaches You Full Weight
as pure, fresh and clean
as when it left the mill.

Ask for Flour in *Saxolin* Sacks

**The Sack that keeps the
Flour *IN* and the Dirt *OUT***

The Cleveland-Akron Bag Co.
Cleveland



AN UP-TO-DATE MARKET

(Continued from page 44)

from east to west. The interior is finished entirely in tile, making the market both sanitary and attractive.

Of most importance to the housewives of the town is the section devoted to groceries, meats, etc. The meats are kept in refrigerated stalls which are spotlessly clean all the time. Fish is handled in the same way and displayed attractively in glass cases. All sorts of fresh vegetables and fruits are here in abundance and at reasonable prices. It is a common sight to see the streets on which the market is located crowded with farmers' wagons, supplying the market men with farm products each day.

I must confess, however, that the housewife, with her market basket, is not as common a sight as she might be. The women of the town are not as yet taking advantage of their opportunity to buy direct from the producer. They seem to prefer to buy from the middleman. They also insist on delivery from the market. This, of course, keeps prices higher than they would be if the market men did not have to meet the expense of delivery. When the housewives of the town have become a little more adjusted to the idea and have learned to carry their baskets to market and do their own choosing and delivering, this market, representing an investment of \$300,000, will surely prove one of the most valuable institutions in the town.

MRS. CLYDE PAGE.

They Always Come Back

The movements which are apt to make grocers hot under the collar—the parcel-post crusade of the post office, the free city markets, the coöperative stores, and, in fact, all movements which facilitate the distribution of commodities—must ultimately make for the profit of the grocer. For the American public is lazy and prefers to get its groceries at the nearest store, other things being equal, and therefore any enlargement of demand that may follow the movements to do away with middlemen will be ultimately monopolized by the family grocer. They always come back to the grocer.—*The Ideal Grocer.*

Housewives League Magazine

OFFICIAL ORGAN OF THE HOUSEWIVES LEAGUE

A National Movement for the Federation of Housewives

VOLUME VI

November, 1915

NUMBER 5

MRS. JULIAN HEATH, Editor

FRANCES W. BARROWS, Managing Editor

MARTHA J. FULLER, Advertising Manager

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MISS EDITH DESHLER
Vice-President of the National Housewives League

See page 40

HOUSEWIVES LEAGUE MAGAZINE

VOLUME VI

NOVEMBER, 1915

NUMBER 5

How Our Butter is Made

BY DAVID J. HICKEY

THERE are few articles of food more universally used yet concerning which the average housewife has such limited knowledge of the methods of manufacture and marketing as butter. Were you to question her on the subject you would find, much to your astonishment, that she possessed a hazy sort of idea about it's being churned from cream in some sort of machine, wrapped up in packages or put into tubs, in which form she usually purchases it at her grocer's or at the corner delicatessen store.

She has always taken it for granted that most butter is perfectly healthful and clean and that the only difference between the different grades of butter is in the flavor, which to her way of thinking, of course, is only a personal matter with different people. She has never given any serious consideration to the sanitary conditions under which the milk was produced. She probably would not have the remotest conception as to the difference between centralizers and creameries. She probably never gave the slightest consideration to the fact as to whether the cream from which her butter was made had been pasteurized before being churned, or not. She is careful to ascertain by all means within her power whether or not her milkman is "clean." Whenever it is possible she buys only certified or pasteurized milk for her children to drink because she fears that they may become ill from the germs in ordinary, raw milk. But with typical American indifference she feeds both her children and herself on butter made from raw cream and doesn't worry about any ill effects simply because she

never gave any consideration to the subject herself or never read anything about it in the papers.

The subject of butter has remained uninvestigated for years, while chemists and physiologists have wrangled over the questions of preservatives and coal-tar dyes and other food adulterations; but, at last, the spotlight of public inquiry is being turned toward butter and the housewife is at last about to procure information which cannot fail to benefit both her health and her pocket-book.

THE great bulk of the butter consumed in the United States is produced in the middle western states and in New York State, although in California a considerable amount of butter is imported from Australia and New Zealand from whence it comes canned, like vegetables. During the summer, when the cattle are able to feed on green feed, the production of cream is the greatest, and it is during this season that most of the butter used during the winter is made. Several million pounds of butter are made during the summer and put into cold storage, being withdrawn during the winter as the demand requires. To be sure, a considerable amount is manufactured throughout the winter, but without the over-supply from the summer this would not be sufficient to supply the billion and a half pounds of butter consumed during the winter months when the dairy cows are compelled to eat hay which does not produce as much or as rich a grade of milk as grass feed.

At the present time, owing to the excellent methods of cold storage, the but-

ter undergoes little or no change on being stored for five or six months, provided, it has been made from clean, uncontaminated milk under the best possible sanitary conditions. Butter churned from pasteurized cream will undergo no material change even after storage for a year or more. If, on the other hand, the cream from which the butter was made was produced under unsanitary conditions and collected and shipped under the same, unclean conditions, churned without being pasteurized, the resulting butter after four or five months' storage will, in many cases, develop an "off flavor" or the not uncommon "fishy flavor" so well known to commission merchants.

The individual farmer does not grow his own milk, separate and churn his own cream, and pack and market his own butter. Such a course would be manifestly impossible with the number of pounds of butter produced yearly. The American system of butter production is "collective," so to speak. The farmer grows the milk; the "centralizer" people collect it from the farmer and remove the cream and churn it into butter, which is picked in prints or in tubs, as the case may be. The dairy then sends the finished product to the cold-storage warehouses, where it is kept until ready to be consumed.

HAVING outlined the general scheme of production we now turn to the consideration of the successive steps in the process of butter making.

The production of the original milk first occupies our attention. It is estimated by the Bureau of Animal Industry, United States Department of Agriculture, that there are twenty-five million dairy cows in the United States. These are, of course, divided into herds of varying sizes, ranging in number from twenty-five or thirty to two or three hundred.

Milk is produced from these cows under widely different conditions. Sometimes the owner of the cows is a convert to the doctrine of cleanliness and his stables and milk rooms reflect his ideas on the subject. But in many other

cases, it is regrettable to say, the conditions under which the milk is produced are, to put it very mildly, most deplorable. In hundreds of cases the barns in which the cows are kept are very old and dirty. Adequate methods for ventilation and light are entirely absent. Incrustations of manure and dirt cover a not inconsiderable portion of the body of the cow, such a procedure as washing the hinds legs, udder and teats of the cow would be looked upon as a waste of good time, and as for brushing and currying the body of the cow to remove the dirt—this would be considered rank heresy. The man who milks usually does the job in the same soiled clothing which he wore around the farm all day, ploughing or spreading fertilizer. Sometimes the hands are washed before milking, more often not.

Milk produced under such conditions must necessarily be contaminated with millions of bacteria. The only means by which such milk could be rendered safe for use would be the process of pasteurization which absolutely destroys all bacteria.

A "centralizer" is a central depot to which the milk from the surrounding farms is brought to be separated. In some instances the "centralizer" and the dairy are combined, but not always. The centralizer collects the daily output of milk from all the neighboring farmers and having brought it back to the depot runs it through the cream separator which removes the cream entirely and with great speed. The cream thus separated from the milk is again placed in cans and, if the "centralizer" and creamery are not combined, is shipped to the creamery, where it is later churned.

One thus learns that all the milk from the surrounding farms is mixed at the centralizer. Thus the milk from the farm of the man who believed in being clean is mixed without discrimination with the contaminated product of the filthy farmer. It is an admitted fact that we have certain laws governing the production and sale of milk and cream, but these laws apply, in the majority of cases, to the production of milk which is used for drinking purposes and not to the milk

HOW OUR BUTTER IS MADE

used to produce cream for butter making. It is a deplorable fact that we have no adequate laws governing the production of milk for all food purposes. No matter how filthy the conditions under which the milk is produced it can be rendered absolutely safe for food purposes by the really inexpensive means of pasteurization, it costing only a few hundredths of a cent a quart to destroy all bacteria in a modern continuous pasteurizer.

The manufacture of perfect butter depends on a number of factors of almost

the collected cream is placed until ready to be used in butter making; the ripening vats in which the cream is allowed to develop a certain amount of acidity (sour) before churning; the churn which is driven by power; the butter worker which presses the wash water and excess buttermilk from the butter, the print machine which makes the butter into cakes or prints, as they are ordinarily called.

The cream as brought from the "centralizers" is placed in the storage vats and kept at a temperature not higher than fifty degrees Fahrenheit, or lower if



MAKING FARM BUTTER
WE OFTEN PAY EXTRA FOR THIS SORT OF BUTTER

equal importance. The creamery, itself, must be of the most modern type with the best of light and ventilation. It must be equipped with modern machinery and presided over by competent, experienced men. The fact must not be lost sight of, however, that no amount of modern machinery or human experience can counteract the evil of dirty cream unless it is pasteurized.

The mechanical equipment of the up-to-date creamery consists of the following apparatus: the storage tanks in which

possible. The object of the low temperature is to prevent the cream from over-ripening (becoming too sour) before it is churned. As the cream is not churned immediately upon its arrival at the creamery, the necessity of the low-temperature storage vats is understood, since no churning is done until there is enough cream for a "full batch."

About twenty-four hours before the time the cream is to be churned into butter it is removed from the storage vats and placed in the ripening vats. The

temperature is then raised to about sixty-five or seventy degrees Fahrenheit, at which point it is held for a day. The purpose of ripening cream is fundamentally that of giving the butter the desired flavor and aroma, but, in addition, it increases the ease and efficiency of churning. The ripening process is brought about by the growth or multiplication of certain of the bacteria already present in the cream.

If the cream has been previously pasteurized at the centralizer, at which time all the bacteria were killed, then what is known as a "starter" must be added in order to cause the cream to ripen. A starter is simply a quantity of curdled milk which has a clean, acid flavor and is capable of producing a similar flavor in the cream to which it is added. These starters may be made from skim milk, whole milk, buttermilk, or cream as is desired. These starters can be made naturally by allowing milk to curdle or they can be of the sort known as commercial starters. Commercial starters are made by inoculating pasteurized skim milk with a pure, laboratory culture of the acid bacteria which increases rapidly and gives the desired flavor to the starter.

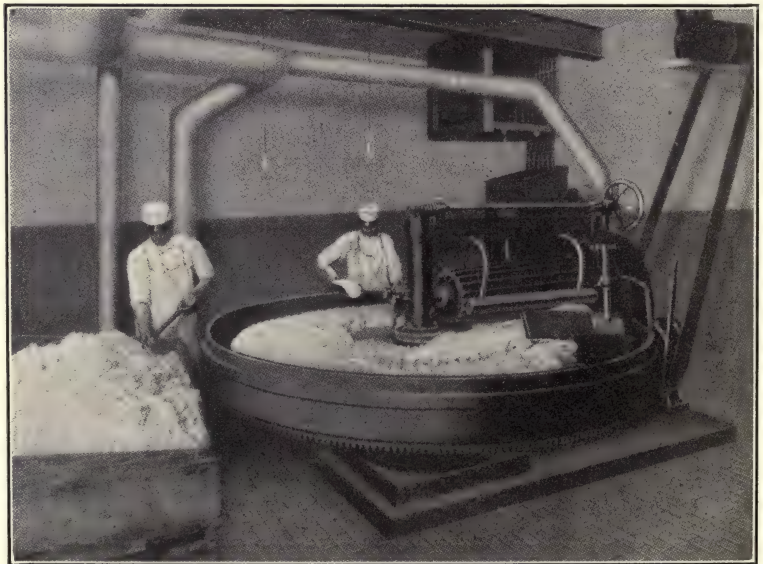
The advantages to be derived from the use of a starter are: First, it favors the production of a good, uniform flavor and aroma in butter; second, it hastens ripening and third, it enables the butter maker more readily to control the quality of his butter.

In the making of butter it is essential that the ripening of the cream be controlled and that an accurate method of determining the proper degree of ripeness, with re-

gard to flavor and aroma, should be used. Among the larger creameries the method known as the "acid test" is in use extensively. This consists in determining the per cent. of acid present in the ripened cream. Experience has shown that cream containing from 0.4 per cent. to 0.5 per cent. of acid has ripened sufficiently to produce the desired flavor and aroma.

Churning is the process of removing butter fat, which exists in minute globules, from the cream. This is accomplished by thoroughly agitating the cream, thereby causing the fat globules to come into contact with each other and cohere as a result of concussion. The agitation of the cream is carried on in the machine known as the churn. The churn consists of a large barrel—or box-shaped receptacle mounted on metal supports. This receptacle is mounted in such a manner that it does not revolve evenly on the axle, thus throwing the load of cream against the inside of the churn with great violence at each revolution.

The rapid motion of the cream inside the churn soon causes the fat globules to gather together in little lumps, small at first but increasing in size as the process is prolonged. The separation of the fat globules into masses is called "break-



MODEL, SANITARY BUTTER "WORKER"



COMMON METHOD OF "WORKING" BUTTER

ing" at the creameries. During the process of churning frequent observations of the size of the butter granules is made, and when they have reached the proportion of a kernel of corn the process is complete. This should take about twenty-five to thirty minutes if the cream was of the proper degree of ripeness and temperature.

After the churning has been completed the butter-milk is withdrawn from the churn and the butter is ready to be washed. The reasons for washing the butter are three: (1) To remove the greater part of the butter-milk and thus improve the flavor of the butter; (2) to improve the keeping quality; (3) to "firm" or harden the butter so that it can be more easily handled and packed.

The washing is done with water a few degrees colder than the buttermilk which was just withdrawn. The amount of water used is equal to the volume of the buttermilk also. The washing is continued for only a couple of minutes.

After the removal of the wash water the granular butter is removed from the churn to the "worker" where the remaining excess of water is pressed out and the necessary salt worked in.

The "worker" consists of a long, shal-

low trough across which are fitted rollers with paddle blades attached. These roller-paddles move on a sort of track, up and down the trough, and when the machine is in operation pat and squeeze the granular butter at each revolution, forcing the moisture out and merging the granules into a solid, homogeneous mass. The necessary salt is also added to the butter during the "working" opera-

tion. The amount of salt usually added varies in different creameries from one-half to one and one-half ounces to the pound of butter. The salt is distributed over the surface of the butter with a fine-meshed sieve while the butter is still in a granular condition, and is well incorporated in the butter by the action of the "worker."

After the butter has been thoroughly worked and salted it is ready to be made into prints. This is accomplished in the large creameries by means of a machine which stamps from the mass of butter a compact, clean-cut print and weighs it at the same time, so that there is no more and no less than a pound in the print. The print is then wrapped in parchment paper and packed in boxes ready for shipment. When it is not made into prints it is forced under great pressure into tubs in which form it is in great demand since the cost of printing and wrapping increases the cost to the consumer about one cent a pound.

RENOVATED BUTTER

RENOVATED butter is, as its name implies, butter which has been cleaned or made over. In truth, renovated butter is butter which has a very disagreeable taste or "off flavor," or has

become so rancid that it cannot, in that condition, be used for human food.

This butter is collected from creameries, storage or commission merchants' warehouses, taken to the renovating plant and treated in such a manner as to remove, so far as possible, the unpalatable flavor. This is to a certain extent accomplished by melting and straining and by the addition of deodor-

THE RELATION OF BUTTER TO HEALTH

THE relation of butter to health is a question to which certain very eminent hygienists are turning their attention recently. Such a person as Prof. Rosenau, of the department of hygiene at Harvard, made some very remarkable studies on the subject. The Bureau of Animal Industry of the United States, through its scientists, have done a great



THE AVERAGE CREAMERY—IT LEAVES MUCH TO BE DESIRED

ants and disinfectants. After the "laundering" process a certain amount of clean cream or milk is added to the mass and it is re churned, salted and again packed in tubs. The reason for the addition of the clean cream is an attempt to reinstall in the butter some of the flavor and aroma which have been lost.

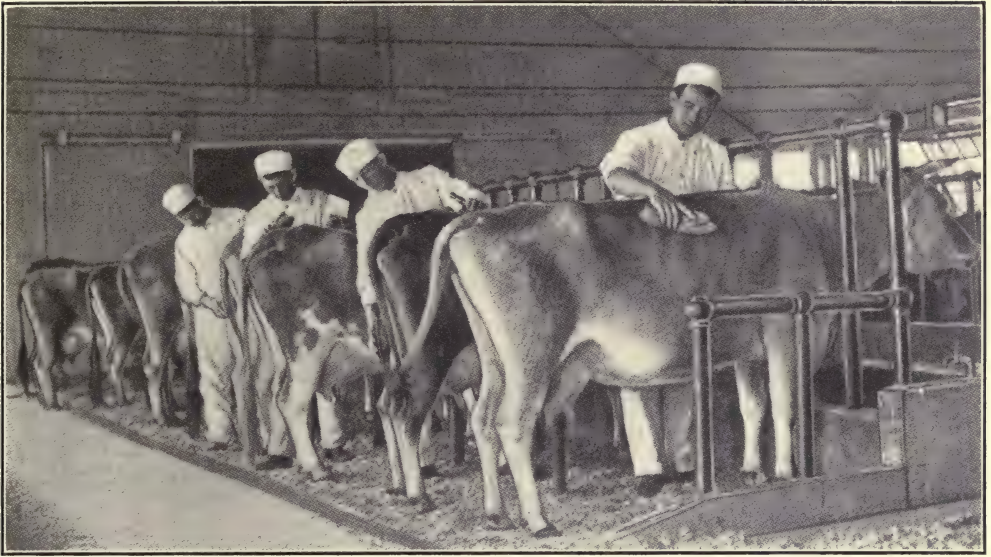
From the foregoing it is easy to see that, at its best, renovated butter is an undesirable article of food from the standpoint of both palatability and healthfulness. It is sold largely on account of its cheapness.

deal to throw a much needed light on the subject also.

It is a well-established fact that disease can be disseminated through the agency of raw milk, and it seems only logical to question whether the same disease germs cannot be carried in other dairy products made also from raw milk and cream such as butter and cheese.

It is estimated by the government that about ten per cent. of all dairy cows in the United States are suffering with some form of tuberculosis. There are about twenty-two millions of dairy cows in the

HOW OUR BUTTER IS MADE



A MODEL DAIRY

United States at the present time, so that would mean two million, two hundred thousand tuberculous cows. In New York State alone, the Bureau of Animal Industry estimates that fully one-third of all the cows have tuberculosis in some form.

Milk from such cows cannot really be considered safe food unless it has been pasteurized, and the great bulk of it used for butter making is not pasteurized at all.

Rosenau gives the following results from experiments made at Boston last year:

"Twenty-one samples of butter of unknown age purchased on the open market and examined for the presence of tuberculi bacilli gave positive results in nine and one-half per cent."

It is said by authorities on the subject among government officials that tuberculi bacilli continue to live in butter, even after they have been kept for five and six months in cold storage! Pasteurization would have killed the bacilli easily and eliminated much danger and risk to the users of the butter.

One of the worst diseases among cattle, caused by a germ known as the ba-

cillus of infectious abortion which causes the premature births of thousands of calves annually, can be carried by the agency of milk and milk products, and has been found in humans as a result of eating milk or milk products infected with the germ. Just what is the effect of this germ on the human organism is not definitely determined, but any disease-producing germ is dangerous to health. The results of examinations of four hundred and twenty-five children, by Larsen and Sedgwick, of the University of Minnesota, in a search for the bacillus of infectious abortion in humans, gave positive reactions in seventeen per cent. of the tests.

Typhoid, diphtheria, scarlet fever and other contagious diseases are often carried by milk and when butter is made from raw cream the public is at all times open to the danger of infection from these germs.

There is so much disease carried by milk products and so little pasteurization that there is indeed a crying need for a Federal Regulations Law which would serve to protect the public from the danger of disease germs lurking in the raw milk product.

How the Fish Industry Feeds American Homes

BY MRS. CLARA E. BICKFORD-MILLER

THE fish season is upon us, and the next few months will see a steady procession of different varieties of fish coming to market, each in its appointed season. It behooves the housewife, therefore, to watch the fish markets closely so that she can get the benefit of both low prices and superior quality by purchasing her fish in season.

During the months of October and November there is usually a heavy supply of large, lean lake trout. This is a fish of exceptionally good quality and fine flavor, and can be purchased during these months at reasonable prices.

Small trout, such as the housewife usually demands, are scarce at this time of the year and consequently maintain a higher level of prices than some other kinds of fish. Fish dealers assert that if the housewife would confine her efforts to securing a large trout, instead of the little fellows which are so popular, or some sliced trout cut off from the large fish, if she cannot use a whole trout, she could procure her fish at a much more reasonable price.

Concerted action on the part of the housewives would result in lower charges for the trout at this time of year. As soon as the dealers became acquainted with the fact that a demand was being made for the large trout, they would see to it that they were prepared to supply that demand, and they could supply it easier and at lower prices than they could the demand for small trout and many other kinds of fish.

Dealers may say that they do not carry large trout, as there is no demand for it—and, of course, this is true. But when the demand is once created, it can be supplied to good advantage.

The catch of whitefish, while it is heaviest during the fall of the year, is somewhat spasmodic. That is, there will be a period of from one to two weeks

when whitefish is plentiful, and then two or three weeks will follow when the supply is much less. It is difficult to state just when the periods of plenty are going to come, but this, no doubt, can be watched by the housewife.

Many other kinds of fish will be plentiful during the next two months and right now is the time to serve fish, for, as the weather becomes more favorable and the catches heavier, selling prices should be lower.

It will be noted that the above statement as to prices is qualified—prices *should* be lower, but it is entirely possible that they may not be lower. The tendency on the part of the dealers to exact long profits when they are able to buy at low figures is no secret. This tendency is not necessarily due to the dealer's desire to make a vast amount of money on fish; it is rather due to his wish to average up well over a period of time. He thinks he must make up for lost time when he was unable to make money on fish. This is an erroneous idea, however, for the fact is that high prices result in curtailed sales, which makes the cost of handling greater.

A potent factor in keeping the price of fish on a lower level would be greater knowledge of the fish market on the part of the housewives, which would put them in a position successfully to oppose the exacting of high prices.

FISH constitutes about one-tenth of the meat food of America and it is a powerful factor in keeping down the prices of beef, pork, and mutton in all our large cities. But for this abundance of fish there are millions of Americans who could not afford to eat meat. Fish has, therefore, very materially helped to make America the giant in power and energy that it is.

When this country was settled, there

HOW THE FISH INDUSTRY FEEDS AMERICAN HOMES

was a great abundance of nearly all varieties of game fish in its rivers and seas, and men went on destroying fish as they did the buffalo and other native mammals and birds, till one day the fish were nearly all gone. Then began to dawn upon the minds of statesmen the important part fish supplied in American life and civilization. It was found that fish could not only be cultivated on a national scale, but that the labor of one man could produce more food value in raising fish than in growing wheat or corn or raising cattle, or sheep, and fish would never lose its place in the diet of the American people.

IT was such facts that determined the Government to establish the United States Fish Commission for the propagation of fish. This commission is now about forty years old and since its beginning it has, with the aid of some thirty state fish commissions, stocked the streams and seas of this country with fifteen billion fish of different varieties. This has become a giant industry, and America to-day produces more fish than any other country in the world. The annual catch is valued at seventy million dollars; it gives employment to two hundred and fifteen thousand persons and over one million people are dependent upon this employment for a livelihood.

The number of Government fish nurseries now operated is thirty-five, located in twenty-five states. The regions having the most important fisheries have the largest number of hatcheries. Two devoted to marine species are on the New England coast; eleven for the cultivation of river fishes are on the eastern and western seaboard; seven deal with the important species of the Great Lakes; and fifteen, at which chiefly trout and bass are reared, are in the interior regions. A large steamer is employed as a floating hatchery to supplement the work on the eastern rivers.

In the stocking of public waters, in order to make good the losses caused by over-fishing and to allow for the fatalities to which the planted fish are subject before reaching maturity, it is necessary to deal, not with thousands or

millions of young fish, but with hundreds of millions and even thousands of millions. An examination of the official reports will disclose operations of such magnitude as to be almost beyond belief or comprehension. Thus, during the current fiscal year, the indications are that previous records will be surpassed, and two thousand million fish, hatched by a paternal government, will be turned loose to shift for themselves and ultimately to contribute to the food supply of the nation.

Upward of thirty different species are bred at the Government stations, but a very large part of the energy and resources of the Commission is applied to the great commercial species—the cod, the shad, the salmon, the whitefish, the lake trout, the wall-eyed pike, the flounder, and the lobster—the total annual catch being worth upward of seventeen million dollars. One and three-quarter billions of young have been sometimes liberated in a single season. A very important feature of the fish-culture work is that a large proportion of the eggs handled are taken from fish which have been caught for market, and hence would have been lost but for the commission's efforts. In the case of the lobster, the shad, the lake trout, the pike, perch, and some other species, every egg taken, every fry hatched, represents a clear gain over nature.

THE magnitude of the salmon fisheries of the Pacific states has required very extensive cultural measures to keep up the supply. Hatcheries have been established on tributaries of the Sacramento and the Columbia, in the Puget Sound region, and on some of the short coast rivers; here are taken the eggs of the royal chinook, and of the scarcely less royal blueback and steelhead, and here, each year, millions of young salmon are started on their way to the sea.

While the influence of the hatcheries on the supply of salmon cannot be doubted, it is not possible to distinguish the increases due to natural and to artificial propagation; but some striking evidence of the benefits arising from the

hatchery operations has come from the experimental marking of the young salmon before liberation. The cost of producing and planting young salmon is under one dollar per thousand, while the value of the resulting fish caught by the fishermen is one hundred dollars (five cents per pound) for two thousand pounds actually taken. It is not claimed that such extraordinary results are regularly attained, but if the average outcome is only one-tenth as large as shown by these figures, then the salmon work of the Commission is yielding an annual return of one thousand per cent.

THE best known, most widely distributed, and most important of the imported fishes is the carp, usually called the German carp, a native of Asia but cultivated for many centuries in Europe, whence the improved varieties—the leather carp, the blue carp, the mirror carp—were brought to this country. The carp has received an extraordinary amount of newspaper criticism, mostly unfavorable, during recent years; no other fish, in fact, has come in for such vituperation. Without entering into a discussion of the carp question, and without undertaking to make an apology for the carp, it may be said that most of the attacks on its reputation have been unfair. As an article of food, the better varieties rank in Europe with the trout and bring the same price per pound.

The carp is one of the leading food-fishes of the United States. It is regularly exposed for sale in every large city and in innumerable small towns; it appears on the bills-of-fare of the best hotels and restaurants. In 1901, the carp catch of the country amounted to seventeen million pounds, for which the fishermen received four hundred thousand dollars.

COD is the most important commercial fish of the United States. Not less than six hundred vessels, of over twenty-five thousand tons, carrying seven thousand men, and having a value of three million dollars, are engaged in codfishing wholly or in part. About one hundred and twenty-five million pounds of cod were landed from these vessels last year.

The artificial propagation of these fish is undertaken on a larger scale by the fish commission than in the case of any other marine fish. The hatcheries at Wood's Holl and Gloucester, Massachusetts, provide hundreds of millions of fry, which are liberated on the east coast. The preliminary work of hatching is performed by the spawn-takers, who travel on fishing boats from Kittery Point, Maine, or Portsmouth, New Hampshire, where the fishermen market their catch, secure bait, and obtain supplies.

GLoucester is the chief port for the mackerel fishery of the United States, which comprises some of the finest fishing vessels of the country. The vessels go southward in the spring and meet the fish off the coast of the southern and middle states, following them northward. The fishery is not profitable as a whole and the fleet has diminished from one thousand vessels to no more than two hundred and fifty. Large quantities of fresh and salt mackerel are imported annually, as the local catch does not supply the home demand. The decline in the catch has prompted energetic efforts to maintain the yield by artificial propagation. This has not proved wholly successful, as less than one per cent. of most of the eggs are said to hatch.

THE shad migrates annually from the ocean to the rivers, solely for the purposes of reproduction. It ascends to suitable spawning grounds, in fresh water, occupying several weeks in depositing and fertilizing its eggs in any given stream. The migrations seem to be determined by the shifting of an area having a temperature of sixty to seventy degrees, so that the fish first appear in the St. John's River, Florida, about the middle of November. In the St. John River, New Brunswick, they appear about the middle of May, and in the Miramichi River, New Brunswick, late in May.

With the increase of dams the shutting off of their advance upstream, the increased catches and the pollution of the waters, these fish would soon diminish and become nearly extinct were it not for the artificial propagation. The shad, be-

HOW THE FISH INDUSTRY FEEDS AMERICAN HOMES

sides, is peculiarly a prey to other fish, both in fresh water, where the striped bass, white perch, black bass, and other predaceous fishes devour its young, and in salt, where the sharks, horse-fish, and king-fish destroy large numbers of the adult species. North Carolina fishermen have observed that porpoises follow the shad and feed on them as they pass along the shore to fresh water, where the adult shad finds no enemy larger than himself.

The stocking of waters of the Pacific Coast with fry from the Atlantic has been remarkably successful, and shad is now one of the most abundant fishes of California. Contrary to its habits on the Atlantic Coast, it is found in fresh water on the Pacific Coast throughout the year.

ASIDE from the question of food, no other fish product of the United States is so valuable commercially as that provided by the utilization of the Menhaden herring along the Atlantic Coast. It includes a high-grade fish oil which is utilized for many purposes, and a fertilizer which has to a large extent supplanted the guano, which was formerly imported in such large quantities from the western coast of South America.

The average annual catch of Menhaden is six hundred million fish, from

which is produced about seventy thousand tons of fertilizer and more than thirty-five barrels of oil — together amounting to at least a million and a half dollars in value. There are now thirty-two Menhaden factories in this country, which engage about seventy steamers in taking the fish.

The industry of manufacturing oil from the Menhaden herring is now over a hundred years old, although it is only within the last thirty or forty years that the industry has had any commercial importance. For a number of years it centered on the Maine coast because of the immense schools of these fish which were found along the shores. Twenty years ago a capital of two million dollars was invested in the Menhaden industry along the Maine coast, and then the fish suddenly deserted those shores and the factories stood idle. These fish then became notably abundant along the coast of the middle Atlantic states, centering in Virginia, which now is the leader of the Menhaden industry. A return of the Menhaden to the New England coast has been noted, however, within three years, and last year and the year before a few barrels of oil were manufactured. There is now a belief that it may again become a thriving trade there.

It is Up to the Housewives

WE hear a great deal in these days about the insanitary manner in which our food supplies are handled. Do you, Mrs. Housewife, ever realize that the whole matter lies within your hands! We talk of insanitary conditions, but say nothing at the sight of the store cat lying in the raisin box or rambling about on the counter. We do not realize that if we do not trade where these conditions exist such things would soon be righted, and that every time we do trade at such a store we put a premium on carelessness.

ONE day I visited a particular delicatessen shop to ask the owner to cover the food. His reply was: "I can't keep all my food in a glass case." A survey of the store showed that he had a glass case in which he had carefully placed all of his canned goods, while on the top of the case there was a display of salads and cooked meats. I asked him why he didn't reverse the situation and he said, "I hadn't thought of it." Probably he hadn't, but to my mind came this thought: Canned goods would have to be dusted every morning, but mayonnaise and potato salad and lemon pies do not have to be dusted.

IT is a question of adjustment and regulation, and the housewife has it within her hands, through her purchasing power, to eliminate such evils.—*Mrs. Julian Heath.*



WASHINGTON MARKET 1815

A Great American Market

A VERITABLE PARADISE FOR SHOPPERS AND DEALERS,
IT IS A TRIBUTE TO THE UNCEASING ACTIVITIES
OF THE HOUSEWIVES LEAGUE IN ITS FIGHT
FOR BETTER PUBLIC MARKETS

AT the very beginning of the work of the Housewives League its leaders recognized that if the high cost of living were ever to be reduced producer and consumer would have to be brought closer together, and the public market suggested itself as the best immediate means of attaining this end.

At the second meeting of the national organization, Mrs. Heath proposed that an investigation of the relations of producer and consumer in New York City be undertaken, and a committee was thereupon appointed to visit the public markets and bring back a report.

In appointing this committee the Leaguers naturally supposed that there were markets to visit. Although they had never seen these institutions they had all heard about Fulton Market and Gansevoort Market, Jefferson Market, Catherine Street Market and Washington Market, and they vaguely supposed that these were all places to which the housewife could, if she chose, go with her basket and buy.

In due time, however the committee returned with the report that the Catherine Street Market was no more, and that so far as the consumer was concerned Fulton Street Market was also gone; that Gansevoort Market had always been a place for wholesale transactions only; that Jefferson Market, while still in ex-

istence, was of no practical use to the average consumer; and that Washington Market, was, in fact, the city's only public market. It reported, furthermore, that no new market had been established in New York for sixty years and that five had died during that period. Washington Market, founded in 1812, had survived, apparently, because of the trade of the restaurants catering to downtown business life and of the commuters bound for Jersey; but trade had been falling off for years; it was producing an annual deficit for the city; and no one seemed to know just how much longer it would survive.

WASHINGTON MARKET DAY

WHILE the committee was at work it had been decided that as soon as the markets had been discovered a Market Day should be proclaimed; and that housewives should be asked to take their baskets and visit the most convenient one, while a delegation from the League should make a tour of them all. When it was discovered that there was only one public market in the city the proposed Market Day became a Washington Market Day.

Along with the Market the housewives discovered a very efficient and enterprising organization of marketmen, known as the Washington Market Merchants'

A GREAT AMERICAN MARKET

Association, and this body coöperated with them cordially in their plans for a Market Day. The arrangements were discussed at a luncheon given by the Association in honor of the League at the old Smith and McNell's Hotel, which has since been destroyed.

The third of April was selected as the date for the great event. The Market was scrubbed and put into gala array for the occasion, and as there was no place for musicians on the floor a platform was built for them up under the roof. Each dealer also laid in a supply of market baskets, and every housewife who made a purchase received one to carry it home in.

As it was a new thing in those days for women to go to market the newspapers were delighted to give space to the story, and the following call to the housewives received wide publicity:

Wednesday, April 3, has been declared a public Market Day.

Please be at Washington Market between 10 and 12 A. M., to demonstrate to the City Fathers that the women of New York are in earnest in their demand for more public markets. The Washington Market Association is to welcome us.

Spread the news.

Secure all the recruits possible.

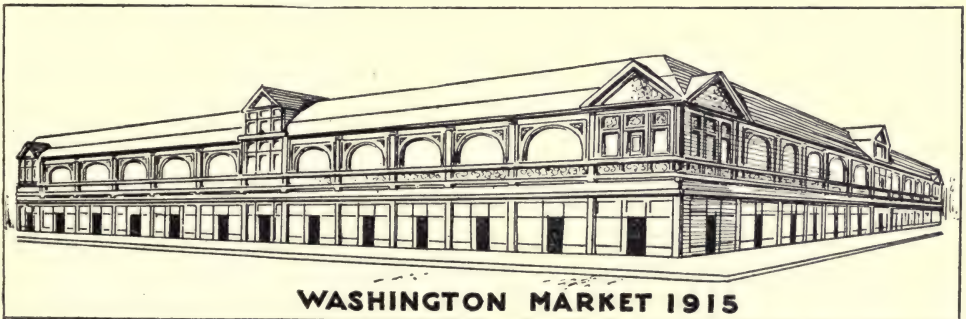
Two thousand women responded to this call, the Mayor and Superintendent of Markets also accepted invitations to be present, and the whole place swarmed with reporters and photographers. At "high noon" the Mayor and Mrs. Heath led a procession around the market, escorted by the officers of the Washington Market Association, while the brass band in the gallery discoursed its most inspir-

ing strains. According to one of the afternoon papers, the occasion was Washington Market's "biggest day in one hundred years."

"Not since the oldest inhabitant of the landmark at the end of Fulton Street, Louis Knoll, to be explicit, first hung up his sign, has there been such a Wednesday morning's market activity," it continued. "Mayor Gaynor was delighted and happy to be in the society of housewives representing, by no great stretch of the imagination, five million residents of the Metropolitan district."

Not only was Washington Market Day the event of the season locally, but the fame of it was spread abroad throughout the length and breadth of the land and became a large factor in the movement for public markets which has since swept the country. With the exception of the butter boycott, nothing that the League has ever done has attracted so much attention. All over the country women began to study the market question, and personal marketing became the fashion.

The effect on Washington Market, according to the testimony of the dealers, was an immediate and steady increase in trade. A coöperative delivery system was installed, and in spite of the handicap arising from its remoteness from the residential section, many housewives made a point of visiting the market once or twice a week. Persons employed in the neighborhood, many of whom had completely forgotten its existence, also began to feel a revived interest in the market and to make purchases there. In the language of the newspapers, the housewives had put the place on the domestic map once more.





CONDITIONS DISCOURAGING AT FIRST

ALL this was a promising beginning, but it was only a beginning. On the occasion of their first visit, the housewives had been shocked at the dilapidated condition of the market, and inquiry disclosed the fact that its outward appearance was the least of its faults. The building, erected in 1884, was absolutely without modern, sanitary equipment. Such plumbing as it had was extremely primitive, and of its sewage connections the least said the better. There was no cellar, and beneath the rotten flooring were collections of filth which, in some parts, suggested an open cesspool. There was not a drop of hot water in the place, either for the washing of hands or for the cleansing of meat blocks and other equipment. The only way that such could be obtained was by bringing it from Smith and McNell's across the way. With no refrigerating system, each dealer had to put in his own ice, with the result that a great amount of slop and dirt around the stalls was unavoidable.

The marketmen fully realized this condition, but they were helpless. As the

city was already losing money on the market it did not feel inclined to spend any more on it. The place had become a stench in the nostrils of the health authorities, both municipal and Federal, for, because of its interstate business, it is under Federal as well as municipal jurisdiction; but, until it could be decided whether it should be remodeled or abandoned, nothing involving much financial outlay could be done.

THE FIGHT FOR BETTER THINGS

Having discovered the Market, the next task of the housewives was to see that it was put into decent condition, and such a condition to them meant nothing short of perfection. At the centennial celebration held a few months later, Mrs. Heath said, "Let us make Washington Market a model for the world."

With this ideal before her she made it her business during her numerous journeys in the interests of the League to visit the markets of other cities, and in many places, such as Washington, Cleveland, Baltimore, Indianapolis and Detroit, she found markets which, while not models, were so far in advance of New



York that she felt that the Metropolis was disgraced.

Then began the fight for better things. The Washington Market Association was eager to coöperate, but the city officials, while receptive, were sceptical. They said the women did not care whether they had good markets or not, and it became necessary to convince them that this was not the case. Fortunately, it did not have to be done by argument alone. News was constantly coming of the work of the Housewives League and the interest women were taking everywhere in personal marketing.

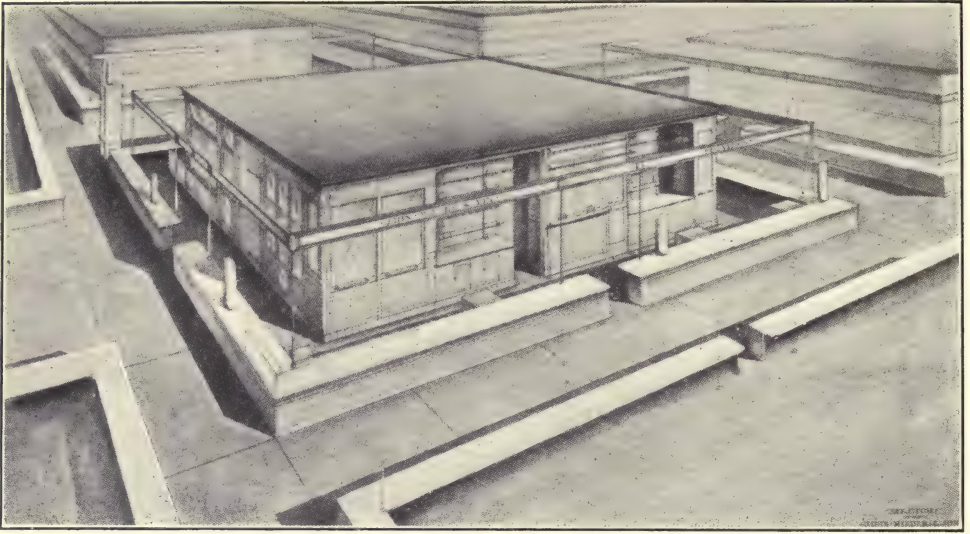
Gradually the doubting Thomases were convinced, but the appropriation was still to be secured, and during the summer of 1913 when the fight was at its height, Mrs. Heath almost camped on the steps of the City Hall.

It was necessary to keep the matter constantly before the public and the newspapers did able service along this line. Every one of them was sympathetic. But they could not keep the ball rolling when there was nothing to say, and once when things had been rather

quiet for a time, Mrs. Heath found it necessary to "make" a story. It was not at all difficult to do. Accompanied by a reporter from the *New York Sun* she visited Washington Market early one Sunday morning. The garbage had not been collected since the place was closed Saturday night; cats and dogs were sitting on the meat blocks, or turning over the heaps of decaying rubbish, and flies swarmed over everything.

The story, in the spreading of which all the city papers coöperated, seemed to awaken the public to the condition of Washington Market as nothing had before. They had, of course, had ample opportunity to know the facts, but these apparently had not sunk in. The story attracted the attention, too, of the Federal authorities, and they also realized that something must be done and done soon.

It was impossible longer to defer action. The Market had either to be remodeled or closed up, and the public had shown so plainly that it did not want it closed that the latter course had become impossible. A plan was finally agreed



A TYPICAL STALL IN THE NEW WASHINGTON MARKET

upon whereby the expense of remodeling was divided between the city and the marketmen, the city erecting the building and putting in whatever equipment was to be used in common and the dealers rebuilding and re-equipping their own stalls. The expense of the latter work exceeded one-half the outlay, and the dealers also agreed to pay a sufficient rental to wipe out the old deficit and pay a suitable interest on the investment.

On this understanding the city determined to rebuild the market, and it now stands, all white and olive green, a model to the world.

While the work was in progress the merchants carried on their business in stalls built on the sidewalk. In these quarters they endured great hardship and some of them, unfortunately, sustained heavy losses. Now, however, all this is happily over, and with smiling faces they are looking forward to a future of greatly increased prosperity.

A MODEL FOR THE WORLD

AS its part of the work the city tore out the whole interior of the building, leaving only the old shell, and laid a sanitary floor of cement and terrazzo. It also built a mezzanine floor all around the market, increasing the area by one-

third and giving space for storage and rough work, the main floor being reserved for the display and sale of goods. It installed modern refrigerating and lighting plants, laid out the whole place like the streets of a city, erected stall fronts to fix the new lines of demarcation and put up metal and glass signboards to point the way through the maze of aisles.

Above the counters all through the market was built a course of enamel, steel and glass. This is designed for three purposes. It provides space for signs giving the merchant's name and the product in which he deals. It supports and conceals the electric bulbs, thus throwing a pleasant light on the food without dazzling the customer, and it affords means for suspending just above the counter double-dial scales which can be read on one side by the customer and on the other by the merchant. It also gives a very pleasing architectural effect and by assuring a uniform arrangement of lamps, scales and signs contributes much to the appearance of the market.

Each stall is provided with access to water, drainage, refrigeration, electric current, gas and telephone, and each merchant dealing in food which requires

A GREAT AMERICAN MARKET

to be kept cooler than the atmosphere has provided himself with a carefully insulated and thoroughly sanitary compartment in which any temperature down to freezing may be constantly maintained by the circulation of brine from the central plant. This is not only much more efficient than the old system of individual ice supplies, but much less expensive. In the old market the yearly cost of ice equaled one-half of the total rent.

The rearrangement of aisles was a work of much difficulty and called for great tact and ability on the part of the Superintendent of Markets, Sidney Goodacre. The old market was like the old parts of a city, with crooked and planless streets, and to arrange them and reapportion the stall rights was like attempting a similar re-arrangement in a city. When the present building was erected in 1884, no such attempt was made. The old layout of stalls and aisles was permitted to remain inside the new shell, and when the present rearrangement was proposed some of the stallholders applied to the courts for injunc-

tions to protect them in what they considered their right to do business in a certain spot. In one case the petitioner alleged that not only had he himself stood for years upon a certain spot selling pickles, but that his father and grandfather had stood there before him. Of course such objections as this could not be allowed to stand in the way of the common good, and in the main the marketmen accommodated themselves cheerfully to every inconvenience associated with the work of reform. It was evident that these narrow and crooked passageways caused confusion and congestion of traffic, just as they do in cities, and though sentimentally interesting they had to go.

In the equipment of stalls uniformity was observed, each individual merchant following rules laid down by the architect, Charles Houchin Higgins, to whom much honor is due for making this beautiful new market from the old one.

In spite of the perfect appointments and beauty of the market, which was formally opened on October 25, the rent is very low in comparison with that of a



CONFUSION AND DISORDER WERE CHARACTERISTIC OF THE OLD MARKET

small shop in a good neighborhood, for owing to the increased space gained by the rearrangement of the aisles and the addition of the mezzanine floor only a small advance in the rental of the individual stall was necessary. On the basis of its former business, estimated by the president of the Washington Market Association at four million dollars a year, it is expected that the market will continue to save the public about four hundred thousand dollars a year. It is only natural to suppose, however, that under

the new conditions there will be a great increase of business.

THE ideal of the housewives voiced by their president when she said, "Let us make Washington Market a model for the world," has at last been attained. The market is truly wonderful, and when Mrs. Heath visited Washington a few weeks ago she was able to say to the Marketmaster in that city:

"Come to New York if you want to see a model market."

Putting the Garden to Bed

AT this season many people are wondering how they can protect their garden plants and shrubs during the winter. Such flowers as peonies and hollyhocks will come up again the following year if they are properly protected during the winter, while others like cannas and dahlias, more accustomed to warm climes, must have their roots or bulbs dug up and stored in a cellar. Specialists in the United States Department of Agriculture give the following suggestions for putting the garden to bed:

HARDY PERENNIALS

COVER hardy perennials, such as peonies, larkspur, hollyhocks, columbines, iris, platycodons and perennial poppies, with a good coating of manure or other litter to a depth of three or four inches.

In more southern localities this will hold the frost in the ground and keep the plant from alternately freezing and thawing; in more northern regions the manure will protect the plant from freezing to a depth that will cut off its water supply.

CANNAS AND DAHLIAS

AS soon as the tops of cannas, dahlias, gladiolus, caladiums, and similar plants are killed by frost, dig up the roots or bulbs and store them in a cellar where the temperature will remain at

fifty-five degrees, never going below fifty or above sixty degrees. Do not shake any more earth from the clumps of cannas and dahlias than is necessary in removing them from the ground. Place the plants on racks or in slat boxes so the air may circulate freely through them. No frost must reach the roots nor must they become too warm or too dry.

HYDRANGEAS

HYDRANGEAS in the south will last through the winter out of doors, if properly cared for. The tops should be protected with straw or brush. This may be held in place about the bushes with a little manure or stones. The flower buds of the hydrangea form in the fall, and this cover will keep them from winter killing while shielding the bush from winds and sun. In the north hydrangeas must be taken up, planted in tubs and placed in the cellar. This is generally true of latitudes north of Philadelphia.

The shrub known as brugmansia, also called thorn apple, should be treated as the hydrangea, but it is not hardy nearly so far north.

As a rule, shrubs should not be trimmed in the fall. This process is timely immediately after the blooming period, if this be in the spring, as in the case of the snowball. If the shrubs bloom in the fall as do some hydrangeas, the

PUTTING THE GARDEN TO BED

rose of Sharon and some lilacs, they should not be cut directly after blooming, but in the spring of the following year. Lilacs, snowballs, and mock orange should be let alone during the winter, being neither trimmed nor covered with straw or manure.

ROSES

ALMOST all kinds of roses are hardy in the vicinities of Washington, D. C., and St. Louis and to the south of a line drawn between these points. Some roses, as the briar and rugosa, need no protection, but other varieties, such as the hybrid perpetuals, teas and hybrid teas, need special care, particularly north of the fortieth parallel. Teas and hybrid teas hardly succeed in Chicago, although the hybrid perpetuals grow as far north as Canada. All these classes do well on Long Island and in Boston near the sea, when proper care is given them. These varieties in the vicinity of Washington need merely a little manure on the ground to prevent alternate freezing and thawing. Farther north, however, they should be treated as follows:

Cut the tops to within thirty inches of the ground. Cover the roots with coarse manure or leaves or similar litter. Hold this in place by evergreen boughs, which also act as a protection. Brush

from deciduous trees or shrubs may be substituted for the evergreen boughs except in the most northern regions.

Mounds of earth about six or eight inches in height should be drawn about the base of the rose bushes to keep them from mice. As an added protection against mice, permit the ground to freeze slightly before winter protection is supplied. In fact, roses should not be protected until after the first light freeze has come.

CLIMBING ROSES

IN the latitude of Philadelphia and farther south climbing roses usually need no protection during the winter unless they are a particularly tender variety. Farther north these roses need protection similar to that given to the tea and hybrid tea roses.

Where it is possible to do so, remove climbing roses from their supports and cover the branches with a little earth. A little fall trimming might be desirable to lessen the space occupied by the branches on the ground. Such side branches as are not to be needed for next season's blooming may be cut off. Such cutting and shortening of the ends as would otherwise be done in the spring may be done in the fall before covering, merely for convenience.

A Vegetable Contest for Young Folks

THE Housewives League is not forgetting the young folks. In Albany, recently, the League contributed one of the prizes in a contest for the best gardens planted and cared for by the school children of the city.

All summer long the children toiled and delved in their gardens, inspired by visions of rewards in the fall when their gardens had reached the top notch of perfection, and early in September the prizes were awarded. There were prizes for all sorts and conditions of gardens—for the most artistic gardens, for the best flowers and vegetables, for the largest variety of products, and so on through the list.

True to her interest in the needs of the housewife, Mrs. Julian Heath, as President of the National Housewives League, gave a boost to the interest in vegetable-growing, by offering a prize of five dollars for those whose gardens at the end of the summer showed the largest variety of vegetables. The gardens of four boys and seven girls showed an especially wonderful profusion of vegetables and these youngsters happily bore off the prizes, some for one dollar and some for fifty cents, which the Housewives League contributed. Honorable mention was given to five other children who displayed a noteworthy collection of vegetables.

The President's Message

BY MRS. JULIAN HEATH

IT has been some months since I have had the pleasure of writing a message to the members of our League. I only hope that each and every member has missed the message as I have missed the writing of it. While no official message has appeared in our Magazine the official and personal touch with our members has been so close that you all know the reason for my absence from these pages. You know that I have been busy developing and establishing an abiding place—a Headquarters for our work. It has not been easy, but as each day I was obliged to double my own amount of work I have felt satisfied in the thought that at last we were to have Headquarters—that at last this great economic movement was to be properly housed and its efficiency and power thus increased.

Just think—for the first time in history the organized housewives, representing the business of housekeeping, have Headquarters; a clearing house for all home matters; a place where they can gather for educational and constructive work. At last we have a place where the producer, the manufacturer, the trader and the consumer can meet on common ground to discuss matters pertaining to the home and to build for better home conditions—the housing, the clothing and the feeding of the family.

Personally and officially I am very grateful to every interest and every member who has sustained me in establishing this great clearing house for housewives—the housewives' club. Do you remember the little story that I used to tell sometimes at meetings, about the little girl who was "satisfied"? The story ran this way: There was once a wonderful Christmas tree upon which one little girl had a doll and another little girl had a doll carriage. The little girl who had the doll said she was "perfectly satisfied—oh, yes—but if she had the carriage, too, she would have been

satisfied." The work of this wonderful League has developed so rapidly and so soundly that I always feel satisfied, but there comes a time now and then when I feel that I have drawn both the doll and the doll carriage and am "satisfied"; and that is how I'm feeling to-day when I see the finished work of our Headquarters and find the women rallying from all points of the country to this Headquarters. This is the reason that I have been absent from the Magazine for some months, although I do not feel my absence, for, as you know, every word in this Magazine comes through my hands, being a reflection of our great movement.

OUR WINTER'S WORK

What, then, shall this message be? So much has transpired since my last message that I could not begin to catch up the threads, but you have kept in close touch with events through the Magazine and through correspondence. My message, then, will be something for our immediate action—immediate work.

What shall we do this winter? You know the National Executive Committee does not interfere with local work except as it would affect the whole body of the League, and therefore I do not mean, what shall each League do. I mean, what is needed to be done nationally. As the year passes there will be need for national action upon one of two legislative matters. There are one or two reforms, if I may so call them, which we hope to bring about.

We have stood strong and fearlessly for branded goods. We want the maker's name on every article which we buy, be it food, clothing or utensils. We want this so that we may be able to know the goods which we are buying, to identify them and to hold the maker responsible.

We want to go a step further now and ask that, in addition to the maker's name upon the container or article, the address

THE PRESIDENT'S MESSAGE

of the manufacturing plant be added. We need this, because we want to be able to visit that factory and to see under what conditions the things are made. This is truly bringing the commercialized home industries back into the home, not back within the four walls of the home, but back under the supervision of the housewife. It is a source of great gratification to me that I can report to you that there is not a manufacturer of any article that I know, if that article be a product of merit, that will not welcome this advance.

It is my pleasure to express here my great gratification at the coöperation offered by the producer, the manufacturer and the trader. All interests recognize that in coöperation there is not only strength but advance.

KNOW WHAT YOU ARE BUYING

THE legislation, we hope, will come later, but one of the main issues for the winter's work is to teach our members and the consuming public the intrinsic value of everything they buy. How little we really know of the products which we buy. For instance, how few women know of the different grades of coffee, the different blends of tea, spices, etc., and indeed of the different qualities of anything. The Executive Committee has been studying this question carefully, and we feel that in order to be intelligent consumers we should be carefully trained in the methods of production and in the different grades of articles we buy.

STUDY BUTTER

To this end we are asking the members of our League to begin to concentrate for a few months upon the study of butter.

At the time of the butter boycott I was told that there was but two per cent. difference in the qualities of the first and second grades of butter, but there was a great deal of difference in the price, as you know. This situation existed because the great majority of women did not know how to distinguish between good and bad grades. We have a way of demanding the "best butter," using the

word "best" instead of the grade name.

I am holding in my hand a New York Daily Market Report which has just come in and under the quotations of butter I read:

Creamery, contract marks, finest
Creamery, fine to fancy
Creamery, good to prime
Creamery, ordinary to fair
Eastern, dairy tubs, finest
Eastern, dairy mixed, packages
Cent. and Im. Creamery, fair to good
Western factory, fine
Western factory, good to prime
Factory, lower grades
Packing stock, Western fancy
Packing stock, Ken., Tenn. & West. fine
Packing stock, low grades
Process, special marks, fancy
Process, good to fine
Grease

How many of us really know what it means? This must be our study for the coming year. Not only must we know the grades but we must know under what conditions the butter which we are eating is produced. We have been studying the question of milk and we know the limit of the bacteria count which spells danger.

Did you ever stop to think that the cream from which our butter is made may be taken from milk that would not pass the inspection of our City Health Department? There are many model dairies and creameries in this country, but there are many—far too many—unsafe dairies and creameries. In fact, here is a subject of which we are very ignorant. Time was when at least every farmer's wife knew exactly how her butter was produced, but even that day has passed, because when the farmer, let me add dairy farmer, sends his cream to the creamery it then becomes a factory product.

It will be interesting for you to study just how much butter is really produced on the farm, and if it is produced on the farm, how it is produced. It will be interesting for you to study where the butter supply of your city or town comes from. Is it all manufactured in your state or does it come from other states? If so, what are the laws that govern the manufacture of it, what are the conditions of the dairies from which it comes? Is there danger of tuberculosis, typhoid

fever, scarlet fever, diphtheria or septic sore throat being conveyed through butter? What is your state doing to regulate the traffic in butter?

The National Executive Committee has started a thorough investigation of the whole matter. Your President has recently spent two days in Washington visiting the various federal departments which have to do with the production and manufacture of dairy products. She has learned much and can only add that this special study of the butter supply will be a fruitful and a fascinating one.

SPECIAL COMMITTEES

WILL you not then, in your League, appoint a special committee to

take up an intensive study of the butter situation. Learn to know the butter which you are buying and make this study of butter a special work for this coming season.

As I finish this appeal for a study of the butter situation so many other needed things crowd into my mind that I must stop writing immediately, or I shall go on indefinitely with ideas for new work for which I must not take space at this time. There are months ahead of us for active, intensive work.

Write your problems to me, come to Headquarters when in New York and let us get closer together in intensive work for the betterment of the American home.

What We Can Do With Last Year's Gowns

BY MRS. ELIZABETH LEE

AT first glance it may seem a discouraging, if not impossible, task to bring last year's suit up to date, but once we have put our minds seriously to work on the problem we are quite apt to find a surprisingly large variety of ways in which last year's clothes can be altered to meet this year's demands, even though the two styles differ so completely.

If one has a suit, a skirt or a coat from three to five years old to resurrect, she will meet with few difficulties, because, except in a few details, the garment will probably be quite presentable as it is, but to make the narrow skirt and semi-fitting, straight coat into the wide skirt model demanded by to-day's fashion, and the plain coat into the full-skirted, blouse-waisted style now in vogue is something of a problem.

Making over is an economy only when it can be done without too much trouble or expense. If the cost of making over is going to be high, then wear out the garment as it is and put the money into new. The making over is only experimental. It may or may not be a success.

It is always best to preserve the original lines of a garment, whenever prac-

tical, and so avoid re-fitting. Most amateur dressmakers are inclined to rip, rip, rip, but as a matter of fact there should be as little ripping as possible if the made-over gown is to be a success.

Fortunately, fashion allows a combination of materials in one garment this year; otherwise the making over of last season's to this winter's styles would be impossible.

Suits will probably be dark in tone this year, and there should be no difficulty in finding something that will combine well with the tone of the old suit.

WIDENING THE SKIRT

THE model to be made over is, in most instances, a narrow skirt, with or without a tunic, and a coat, semi-fitting, just about covering the hips.

In the case of the skirt without a tunic, alterations can be made without changing the top of the skirt, in the least. First, the skirt may be opened at the sides—and at the back, also, if extremely narrow—from the line of the hip to the edge of the skirt, and pleated fans of a contrasting material can be inserted. This is a good style for a short person. If the wearer is tall she can cut the skirt

WHAT WE CAN DO WITH LAST YEAR'S GOWNS

off to the depth of the hip, making a hip yoke, and then sew together alternate widths of the old skirt and the new material. This can be pleated or gathered to the yoke, thus creating a full skirt.

In case a tunic is included in the costume it will not be necessary to buy new material, because the tunic can be cut up and inserted into the seams in the same manner as the new material was inserted in the case cited above. A second way of using up both skirt and tunic is to rip the skirt entirely and re-cut, using a gored pattern. The gores cut from the tunic will not be long enough, of course, but they can be lengthened by a band of silk, to match or contrast. The plain widths which have been cut from the skirt are long enough and may be dropped over the silk band, making a panel effect.

A variation of this style can be achieved by cutting a piece from the bottom of each tunic gore, say, four or five inches, and dropping it to the level of the bottom of the skirt, filling in the space left with a strip of silk and using silk as a hem. This is a smart, up-to-date model and should not be too difficult for a woman who has a "knack."

The skirt which is made with a tunic and a sham, or lining, under skirt, faced with a deep piece of the cloth, must be ripped at the side seams, and the tunic rounded off at the corners on the lower edge, in apron effect. The edges may be piped with silk or satin. The old facing is laid under the aprons to make the correct length and panels of a contrasting material are let in at the sides. The aprons can be held down with buttons and mock buttonholes. A striped material, the stripes arranged horizontally, make effective panels in this kind of skirt. Pleated panels are apt to be rather clumsy-looking, as the front and back are in two pieces.

NEW COATS FOR OLD

THE question of changing the coat is not so easily disposed of, because last year the neck was open, while the new styles button up to the throat.

A simple way of changing the front is to fill in the low neck with lining and

then cover with a vest of silk, satin or velvet, which reaches from the shoulder seams to below the waist-line. The front edges of the coat will be cut away slightly to admit the vest.

A short, sailor collar or a straight collar, of the new goods, could be added in the back, and flaring cuffs of the same at the wrists.

A tall or slight person might fill in the V-shaped neck with a vest and high collar of velvet and open the side seams their whole length to receive pleats of silk. The back and the front of the coat will then fall straight and full and may be confined with a belt.

A short coat could be cut off at the waist-line and a piece added so that the bottom of the coat is dropped three or four inches. The joining of the two pieces is covered with a belt. Before replacing the cut-off portion it should be opened at the under-arm seams and pleats of a contrasting material inserted to give the fashionable fullness. The collar (and vest, if necessary) can also be made of the contrasting material.

Another way of altering the coat is to close the coat at the top button only and draw the front edges of the coat apart. Then insert a shield-shaped panel of velvet or silk from the neck to the lower edge of the coat. Trim this with buttons and mock buttonholes and close under the left arm. Use a belt to confine the slight fullness. Add a band collar and trim it with fur.

A double-breasted coat could be folded over to button high, and a collar, also high, with a small, round yoke of velvet would bring this coat at once into the new buttoned-down-the-left-side model.

As long coats are fashionable, there are some women who might like to make over their suits into coats. The old coat, in this case, can be cut off at the waist-line, a little above or below, as considered becoming to the wearer, leaving a tab in the back.

Then, the tunic and the skirt could be sewn together to make a full skirt and attached at the waist-line under a belt. The front and neck could be changed as before suggested.

If the skirt is not particularly narrow, the tunic could be made (with the old coat) into a knee-length coat. The top of the tunic would be cut away (also the portion below the waist-line of the coat) and be set on with a little fullness to complete the knee-length coat. A trimming on the edge will make the garment appear wider than it really is. Narrow skirts are still worn, and if the coat is quite full, the width of the skirt will not be noticed.

Since, as was said before, all kinds

of materials can be used on one garment it will be profitable to make a raid upon the piece-bag and the millinery box, before buying new material. Many a bit may turn up that can be appropriated. A band of passementerie to help out a belt, a fancy button, a bit of fur, a short length of satin, cord that can be looped or knotted, and a scrap of velvet that may be used to fill in a V-neck—all these remains of former glory can be turned to good account by the woman who is keen enough to sense their possibilities.

What to Serve for Dessert

[BY ELIZABETH REID]

TO most people luncheon and dinner never seem quite complete unless there is something sweet served at the end of the meal. There are some, to be sure—and they are usually men who smoke—who seem to prefer to top off their meals with a crisp biscuit and a bit of plain or imported cheese. They dislike anything sweet because it may interfere with the flavor of the after-dinner cigar or cigarette. Then there are others—and these are often young folks—who take nothing for luncheon but the sweet that should, in the natural order of things, come last. If anyone doubts this statement, let him go into a lunchroom at the noon hour and see for herself the number of people whose luncheon consists of nothing but a sweet—a piece of pie, a chocolate eclair—and a cup of coffee.

Is it not surprising that the abused stomach does not revolt, then and there, at such treatment, instead of waiting until the victim of this misguided diet grows older? If natural laws are not obeyed—and a sweet at the end of a meal has a scientific foundation—the price must be paid at sometime in one's life, be it sooner or later. There is a peculiar thing about the type of person who makes the dessert a meal, and this is that he is usually an enemy, whose body is literally crying for nourishment. He is asking for bread and is given a stone.

Normally, there are two periods in a person's life when he craves sugar—youth and age. Sugar, we know, is used in the body to produce energy. The extreme muscular and nervous activity of children requires that a large amount of sugar be consumed, for the particular purpose of providing for this excessive energy. At the other extreme of life when the system craves sugar it is striving to supply the feeling of activity that youth has carried with it, and which the increasing number of years is taking away. While the quantity should differ, the quality and kind of food for the young and the elderly ought to be very much the same. In the first years of life the food goes to build the body, while in the last years it goes to prevent decay. One frequently hears an elderly person say, "I have never, since I was a child, cared so much for sweets as I do now." Nature is simply asking for her own, that is all.

But to go back to the young people who begin their meal at the end. The abnormal craving for something sweet is, in reality, a desire for stimulation. The sweet of the dessert and the stimulating effect due to the caffeine and heat of the coffee produce a shortlived stimulation that is mistaken for real strength. If the body were properly nourished by tissue-building food, it would not demand an excess of sweet.

WHAT TO SERVE FOR DESSERT

THE kind of dessert to be served depends largely upon what has preceded it. A very light dessert, fresh or stewed fruits, a simple custard, is all that a luncheon requires. Few people care for a heavy or an elaborate dessert at noon, but when the work of the day is over and the mind relaxes, when there is time—or should be time—for the family to sit comfortably around the table and talk, then the dessert may come for its own.

It is over the dessert and coffee that most folks like to linger and talk. Consequently, the selection of the dessert adds much to the success of the dinner and to the good feelings of those who eat it.

An invariable rule to follow in determining the kind of dessert to serve is that a heavy dessert like pie or plum pudding should follow a light dinner. If the *pièce de résistance* has been light, perhaps a cold cut or croquettes, or if the dinner has been largely vegetarian, then a hot or heavy dessert may be served. In many families the English, or substantial dessert, has long passed out of favor and no matter what may have been the dinner, the light dessert preferred by the French has taken its place. It requires a strong constitution with the stomach of an ostrich to digest a heavy dinner followed by an equally heavy dessert. We have all noticed in ourselves and others that feeling of sleepiness and stupidity that comes upon us Sunday afternoons and holidays when we have eaten an especially heavy meal. We have given our poor, hard-working stomachs too much to do, and nature is simply protecting herself by making the brain stupid while she digests the food.

A substantial dinner should always be followed by a dainty dessert. Ices are the popular summer dessert, but must give place to less chilling desserts in winter. Fruit whips and soufflés are deli-

cious and delicate enough to be served at almost any dinner, whether formal or not, and this sort of dessert can be depended upon not to produce bad dreams.

TO make prune whip, wash one pound of prunes well and soak in cold water to cover over night. In the morning cook in the same water, over a slow fire, until tender. When cool, remove the stones and put through a sieve. Sweeten to taste with powdered sugar and beat well with a fork or Dover egg-beater. Then take the whites of two eggs and beat very stiff. When stiff, add slowly two heaping tablespoonfuls of powdered sugar. Whip this slowly into the prunes, pile into the dish from which it is to be served, and let stand on the ice for one hour, at least, to get firm.

Prune whip may be served with whipped cream or the following custard: To one dessertspoonful of cornstarch, add two tablespoonfuls of sugar and the yolks of two eggs well beaten. Mix this well, until there are no lumps. Have ready, in a double boiler, one pint of milk that has just come to the boiling point. Stir the mixture of cornstarch, sugar and eggs into the scalding milk and cook until the mixture thickens. Take from the fire and flavor to taste with vanilla.

This delicate custard may be served, also, as an addition to fresh or stewed fruit.

PRUNE soufflé may be made as prune whip is made, with the exception that it is put in the oven to brown instead of on the ice to cool. After the eggs have been beaten into the sweetened prunes the whole mixture is put into a buttered dish and then put into the oven for twenty minutes to brown. It may be served hot or cold, and with either custard or whipped cream as a sauce.

MORE power to the Housewives League, which is doing so much to raise standards of storekeeping in the grocery trade and thus put more money in grocers' pockets!—Quoted from *The Ideal Grocer*

Our Legislative Department

Conducted by

JANET NICHOLS

Under the Direction of the National Executive Committee

[EDITOR'S NOTE—The Housewives League was organized "to promote the enforcement of laws which affect food supplies, the family health and the cost of living and to secure further legislation when necessary toward this end." Therefore its members should know all the laws that relate to these matters—municipal, state and Federal, as well as the laws of states and cities other than their own, so that if, anywhere in the country, there are laws better than they have themselves, they may agitate for similar legislation. To acquaint them with these facts this Legislative Department is carried on, and in order to make it valuable the coöperation of all housewives is needed. It is a time of change in all matters relating to national house-keeping. New laws are being passed constantly and old ones repealed, revived or amended. We need to be alert and to keep close watch of all legislation which affects the home.]

Federal Government Protects Bird Life

THE Migratory Bird Law, which went into effect two years ago, appears to be producing even better results than was anticipated. While under the old policy of state control the number of our wild fowl was rapidly diminishing, the United States Biological Survey reports an extraordinary increase since the birds were placed under the protection of the Federal Government. In forty states from which returns have been received this increase is estimated at from ten to several hundred per cent. and includes such important species as mallards, teal, wood ducks, canvasbacks, Canada geese and swans.

The states are now falling into line with the Federal Government in the matter of bird protection. Seven states—California, Connecticut, Maine, Michigan, New Hampshire, Tennessee and West Virginia—have now practically the same seasons as those provided by the Federal law, and other states have adopted some of the Federal provisions. On the other hand, Delaware adopted a resolution opposing the Migratory Bird Law, and Ohio and Rhode Island, which harmonized their seasons last year, changed them on water fowl this year. Throughout the country, however, there seems to be a general recognition of the importance of saving our vanishing wild life, and stricter game laws are being enacted almost everywhere.

As a result of the decision of the United States Supreme Court on January nineteenth, 1914, sustaining the Alien Hunting Law of Pennsylvania, legislation prohibiting aliens—with some exceptions based on property qualifications—from hunting or owning shot guns or rifles has been enacted in at least four states—Massachusetts, New Jersey, North Dakota and West Virginia.

Closed seasons extending over several years have been provided for several kinds of big game and also for game birds. The hunting of mountain sheep has been suspended in Idaho, Montana and Washington, and goats are protected until 1918 in Montana. Moose are protected for four years in Maine, this being the first absolutely closed season on this species for thirty-five years. Antelope are protected indefinitely in New Mexico and Montana. Michigan has extended complete protection to quail, imported pheasants, grouse and wood ducks for five years, while Minnesota will protect her doves, woodcock, plover and wood ducks until 1918. New Mexico has given protection to pheasants, quail, pigeons and swans, and Oklahoma to doves, grouse, wood ducks and curlews. Oklahoma has further declared pelicans, gulls and herons to be non-game birds, and Tennessee has removed pheasants, bullbats, robins and meadow-larks from the game list.

Several states have passed laws restricting the shipment of game into the state. Connecticut allows game to be brought in only under a special permit from the Commissioner of Fisheries and Game, and then it is stipulated that it must not be offered for sale.

Even in their present depleted state the game resources of the nation are estimated to be worth hundreds of millions of dollars. It can easily be seen, therefore, that with rational management they might be of great use in supplementing our vanishing meat supply.

Quarantine versus Slaughter

INJUNCTION proceedings, which have twice been resorted to in Illinois to protect herds infected with foot-and-mouth disease, were held by a conference of state veterinary officials which met in Chicago on October fifth at the call of the Live Stock Exchange, to be largely responsible for embargoes placed by other states against the live stock of Illinois. In a strongly worded set of resolutions the conference, which represented Pennsylvania, Iowa, New York, Kentucky, Indiana and Maryland, unanimously condemned the substitution of quarantine for immediate slaughter in the treatment of foot-and-mouth disease, and declared that this policy is causing a daily loss to the livestock interests of the state in excess of the value of any individual herd.

"The experience of foreign countries and our experience with previous outbreaks in the United States," the resolutions say, "have proven to us that it is not practicable to treat animals infected with foot-and-mouth disease. They should be destroyed at the earliest possible moment and the premises thor-

oughly cleaned and disinfected to prevent the spread of the disease. As all attempts in other countries to control foot-and-mouth disease by quarantine measures without slaughter have resulted in the permanent infection of such countries we earnestly suggest and request that all diseased herds be destroyed forthwith and the premises cleaned and disinfected, for the good of the live stock interests of Illinois and the country at large."

The question of quarantine versus immediate slaughter is now before the Supreme Court of the State, but, meantime, the live stock interests urge that every day in which an infected herd—even though it has passed the virulent stage of the disease—is allowed to remain above ground is fraught with serious danger of infection, not only to the livestock in Illinois, but to that in all the surrounding states.

The Federal Government announces that except in Illinois the whole country is now practically free from the disease. A fresh outbreak of the disease occurred in that state in August.

Artificial Coloring Should be Discouraged

READERS of THE HOUSEWIVES' LEAGUE MAGAZINE will remember that last winter the National Association of Macaroni Manufacturers, and the Macaroni Section of the American Specialty Association endeavored to secure legislation against the very prevalent practice of dyeing edible pastes. Bills to this end were introduced into Congress and into the Legislatures of ten states, but in every case these bodies adjourned without taking action. Federal action has now been secured, how-

ever, through a ruling of the Department of Agriculture, and as the state governments usually follow the Federal in their food laws it will now be comparatively easy to get the desired legislation through the states.

Although the presence of artificial color in edible pastes is declared on the label, the Bureau of Chemistry considers its use to be a violation of the section of the Food and Drugs Act, under which an article is considered to be adulterated if colored in a manner

whereby inferiority is concealed. It is the opinion of the Bureau that the addition of artificial color to alimentary pastes, as usually practiced, results in concealing inferiority, and that this form of adulteration "cannot be corrected by the declaration of the artificial color."

It is claimed that there could be no

reason for the use of this artificial color but for the purpose of concealing inferiority, and as these goods, in many cases, are sold in bulk the consumer never sees the label. Owing to this fact the makers of undyed edible pastes have found it very difficult to compete with those who habitually dye their goods.

Tomato Products Most Frequently Condemned

NO food substance is more frequently condemned under the Food and Drugs Act than tomato products. Almost every issue of the *Service and Regulating Announcements* of the Department of Agriculture contains one or more notices of judgment against manufacturers of tomato catsup and pulp, and sometimes half a dozen. The Halethorpe Brand Tomato Pulp, made, as the label states, from "pieces and trimmings of tomatoes" by V. E. Spindler, of Halethorpe, Maryland, collided with the strong arm of the law on March sixth of this year. Small, moldy fragments of tomato were picked from each sample of the product examined and it was found to contain from seventeen to thirty-two million bacteria per cubic centimeter. Yet the label said: "Insist on Halethorpe brand and you will always be satisfied." On January twenty-fifth, two hundred cases of "whole tomato pulp, especially made for home use," and packed by the Austin Canning Company in Indiana, were condemned and destroyed by the United States marshal, the product having been found to consist "in whole or in part"—to use the exact language of the law—"of a filthy,

decomposed, putrid, vegetable substance," with from twenty to thirty million bacteria per cubic centimeter, to say nothing of mold filaments. The same company figured a month later in another instance in which one hundred cases of tomato pulp were condemned.

On March first, Daub Bros., of Pittsburgh, consented to the condemnation of ten crates containing six jugs each of their "Ideal Brand Catsup," which they alleged to be "pure, wholesome, delicious." It was preserved with one-tenth of one per cent. of benzoate of soda and contained four hundred million bacteria per cubic centimeter, with two hundred yeasts and spores to one-sixtieth of a cubic millimeter.

And so the tale might be continued. It seems unfair to mention only a few names when so many more are equally guilty. The tomato is undoubtedly a difficult fruit to handle, owing to its extreme perishability, and when put up in the pulp state it is easy to cover up its deficiencies. The housewife needs to be particularly careful, therefore, to assure herself that the brand of tomato catsup or other tomato product or pulp which she uses is reliable before she buys it.

A MASSACHUSETTS milk company accused of watering its cream put up the rather novel defence that milk and cream were different substances, and that the provisions of the Milk Statute could not be held to apply to the latter. The case was carried to the Supreme Court, which has just ruled that the adulteration of any of the component parts of milk might be as dangerous as the adulteration of whole milk.

ACCORDING to a ruling of the Pure Food and Drug Commissioner of Texas, food that has been contaminated by flies, street dust, or in any other manner, is adulterated, just as truly as if foreign or impure matter had been deliberately introduced into it. Copies of the ruling have been sent to the city health departments of the state, with the request that they be posted in conspicuous places.

Fall Fruits for the Preserve Shelf

SIMPLE WAYS OF DOING THINGS THAT ONCE SEEMED
HARD, AS WORKED OUT BY A CANNING EXPERT

BY NELLIE F. SNYDER

*Canning Demonstrator, New York State School
of Agriculture, Farmingdale, Long Island*

IF more women understood how simple a matter it is to make orange marmalade it is probable that more of this delicious and inexpensive confection would be made at home. The popular supposition has been that marmalade-making is a process that must be extended over two or three days and many women have felt, heretofore, that it was not worth the time and trouble necessary to prepare it. There is no reason, however, why such a cumbersome method should be necessary to make good marmalade. It can be made with good results in one operation.

The most tartly flavored marmalade is made from the little Seville oranges, which come to market in the early winter, being most plentiful in January. These, besides giving the best flavor to marmalade, have the added advantage of being cheaper than many other varieties of orange.

Orange marmalade sometimes fails to have the tender, jelly-like consistency which it should have. This is usually due to the fact that some of the pectin, which is the gummy, jelly-making substance found just beneath the skin in most fruits, has been removed with the skin when the oranges were peeled. In peeling the oranges for orange marmalade it is very important that the skin be taken off as thinly as possible, with none of the white, pulpy part of the orange adhering to it, so that none of the valuable pectin is wasted. The marmalade will then have the desired jelly-like consistency.

ORANGE MARMALADE can be made according to the following recipe, which is simple and gives excellent results:

Peel three oranges and two lemons,

being careful not to remove any of the white pulp with the skin, and remove the seeds. Cut the fruit into eighths, place in a preserving kettle, add four cupfuls of water and boil ten minutes. Then measure and add two-thirds as much sugar as there is juice and pulp. Boil slowly for forty-five minutes. Pour into sterilized jars and seal.

The rind of the orange lends an additional flavor to the marmalade which many people enjoy. If one likes the bitter, tangy flavor that is added by using the skin just as it is, it can be cut up into small bits with scissors or a sharp knife and added to the other ingredients before they are boiled. If it is desired to avoid the bitter taste, the skin can be treated to soften the flavor, as follows: Put the orange peel into cold water and bring to a boil, throw away the water and repeat the process. The skin, when so treated, adds a desirable flavor, without the bitter taste that is sometimes found objectionable.

AMBER JELLY: This is sometimes called grape-fruit marmalade. The same general rules apply here as apply in the making of orange marmalade. While the white pulp just below the skin on the grapefruit should be carefully saved for the pectin it contains, great care should be taken to remove the white, pulpy material from the center of the grapefruit, as this is extremely bitter and will flavor the jelly very strongly if boiled with the juice.

Amber jelly requires the following ingredients:

1 grapefruit	1 orange
1 lemon	Granulated sugar

Peel fruit carefully, cut the pulp into eighths, treat the orange skin as in orange marmalade and add to the pulp.

Measure the pulp and to each cupful of pulp add one cupful of water. Place this in a preserving kettle and let boil for ten minutes. Then add hot water equal to one quarter the amount of the water originally added. Let this come to a boil, then remove from the fire and measure. To five cupfuls of the pulp add four cupfuls of sugar. Boil for forty-five minutes. Pour into sterilized jars and seal.

ORANGE JELLY: It is sometimes difficult to make orange jelly of the right consistency, as oranges contain relatively little pectin, the jelly-making principle in fruits. Experiments have demonstrated, however, that there is a way to get around this difficulty. There is a substance in green citron, the nature of which is not clearly understood as yet, which, when combined with any other fruit, will cause the juice to jelly. A small piece of green citron, therefore, if added to the ingredients of orange jelly will increase its power to jelly. In making jelly it is best not to boil the juice and sugar together briskly, as the heavy vapors sent off by hard boiling take away some of the delicate flavoring of the juice. It is not the boiling of the juice which causes jelly to form, but the heat which brings about an action of the pectin on the juice and sugar. The best way, if one has a coal or wood range, is

to let the juice and sugar stand all day on the back of the stove, just at the simmering point. This will insure jelly of the greatest delicacy of flavor and the most tender consistency. It is a mistake to think that jelly must be boiled for a long time. Five minutes, if the jelly must be boiled, is ample time for boiling.

Another mistake common in jelly making is the practice of skimming the jelly as it boils. This is apt to skim off some of the valuable pectin and may affect the consistency of the jelly. It is better to strain the jelly into the glass after it is done. This makes a clear jelly and avoids the risk of losing any of the pectin.

To make orange jelly the following ingredients are necessary:

3 oranges	2 lemons
$\frac{1}{2}$ pound citron	The skin of an orange

Peel the oranges, lemons and citron. Cut into eighths, add one cupful of cold water and boil for twenty minutes. Strain and measure the juice. To every five cupfuls of juice add four cupfuls of sugar. It is a good plan to heat the sugar before adding it to the juice, although this is not absolutely necessary. Bring the juice and sugar slowly to the boiling point and let it boil slowly for five minutes; or, set juice on the back of the stove and let it heat just below the boiling point for six or eight hours.

The Best Way for Quinces

IN cooking quinces the difficulty is to keep them from toughening. This happens if they are allowed to cook too slowly. Quinces must boil rapidly, although care must be exercised that the boiling is not so rapid as to break the pieces of fruit.

PRESERVED QUINCES: Wash the quinces carefully, cut out the blossom end of each quince and all decayed spots. Pare and core, putting the parings and cores and seeds aside for use in making quince jelly. Cut up quinces into quarters and weigh them. Place them in a preserving kettle, pour onto them enough clear water to cover and

let them boil briskly until they are tender. The time required is usually about five minutes. Then skim the quinces out and set aside. For each pound of quinces used measure out three-fourths of a pound of sugar. Put sugar on to boil with just enough water to keep the sugar from burning. Use the water in which the quinces were cooked for this. Add quinces and boil rapidly until they have turned the desired shade of red. The longer the quinces cook, the darker they become. From two to two and one-half hours' boiling gives them a rich, red color.

Skim the quinces out and put them

FALL FRUITS FOR THE PRESERVE SHELF

into sterilized jars. Boil down the syrup to the desired thickness, pour it over the quinces, and seal jars.

QUINCE JELLY: Cover the skins, seeds and cores of the quinces with water, bring them to a boil and let them boil for two hours, or until they are soft. Strain through cheese cloth or a jelly

bag. Then measure the juice, and to every five cupfuls of juice use four cupfuls of sugar. Before adding the sugar to the juice, place the juice over the fire and let it boil slowly for about thirty minutes, in order to make it a rich, red color. Then add the sugar and boil for five minutes. Strain into jelly glasses.

Candied Fruits and Citron

ONE reason why citron does not occupy a more prominent place in the list of fruits commonly preserved by the housewife is that so much time is necessary for its preparation. But if one is willing to devote the time and labor to the preserving of citron, she finds herself well repaid, not only by a novel addition to her preserve shelf but by lessened expense, as well. For one can very cheaply make the preserved and candied citron for which she would be charged eighty or ninety cents a pound at the stores.

TO PRESERVE CITRON, procure a medium-sized, green citron, wash carefully and cut off the rind, discarding the inner, pulpy portion. Cut the rind into small pieces about three inches square. Citron will shrink during the cooking to almost half its size, so, in cutting the pieces, make them twice as large as you wish the finished product to be. First, the citron must be made tender by placing it in a weak solution of alum water, using a lump of alum the size of a hickory nut in one gallon of water. Let the citron boil slowly in this water for thirty minutes. Then rinse in cold water, letting the water run over the citron in a collander. Weigh the citron, and for each pound of citron use one-half pound of sugar. Add lemon and green ginger root, using one sliced lemon and one-half ounce of ginger root for every four pounds of citron. Add one-half cupful of water and boil slowly for forty-five minutes, skim out the citron and put into jars.

Boil down the syrup to the desired consistency, pour it over the citron in the jars and seal.

CITRON FOR USE IN CAKE:

Make a syrup of two cupfuls of sugar, one cupful of water and one-eighth teaspoonful of cream of tartar. Boil this until it will make a soft ball when tried in cold water. Prepare citron as in preserved citron, boiling it in alum water and draining in cold water. Drop the citron into the syrup, adding only enough fruit at a time to cover the surface of the syrup and let simmer for one-half hour. Drain and add more citron, continuing until all the pieces of citron have been cooked. Repeat this process on each of four successive days. On the fourth day, drain the fruit and let it lie in granulated sugar till dry.

PRESERVED OR CANDIED FRUITS:

Almost any of the smaller fruits can be preserved in the same manner as citron, omitting the treatment in alum water and reducing the amount of time in which the fruits simmer in the syrup. The more tender, juicy fruits should remain in the syrup only about ten minutes and should barely simmer. Small sickle pears, quarters of oranges, pineapple, and grapes are especially good when treated in this way. Care must be taken not to puncture the outside covering of any of the juicy fruits, as the syrup will not candy if the juice becomes mixed with it.

TO PRESERVE KUMQUATS:

Wash the kumquats carefully and pierce with a fork. Make a syrup by using two-thirds as much sugar as water and boiling slowly for twenty-five minutes. Place kumquats in this syrup and simmer slowly for one-half hour. Do not boil rapidly or the fruit will fall to pieces, as it is very tender.

Glimpses of our Leaders

MISS EDITH DESHLER

Vice-President of the National Housewives League

By **FRANCES WELD**

[EDITOR'S NOTE.—One of the many pleasures which have come to the President of the Housewives League, and, in a lesser degree, to all the members of the National Executive Committee, through their connection with this great movement, has been the acquaintance it has brought them with the women who are leading it in the various states and cities. The President has had the pleasure of meeting most of these leaders personally. The other officers know them at least by correspondence, and so at Headquarters the League has come to seem like one big family. We feel that this pleasure should be shared with all our members, and therefore we have arranged to publish a series of articles about our leaders, giving you a little glimpse of their home life, along with the story of their public activities.]

ONE of the many interesting things about the Housewives League movement is that it has drawn in women who never took part in public work before. One of these is Miss Edith Deshler, the President and founder of the Housewives League of New Brunswick and National Vice-President.

As a public worker, Miss Deshler was born a few months after the HOUSEWIVES LEAGUE MAGAZINE. The Magazine was started in January, 1913, and Miss Deshler organized the Housewives League of New Brunswick, New Jersey, in March of the same year. Before that, she asserts, she was "only a society butterfly," except when she was an invalid. Her statement is not quite accurate, however. She had always been an ardent church worker and had thus learned to work with and lead other people. Nevertheless, she had always contrived to keep pretty much in the background and had never, even at a school entertainment, stood on a platform until she became a member of the Housewives League.

Her attention was called to the League by a magazine article, and for some reason it made a stronger appeal to her than any public movement had ever done before. As soon as she had read it she said to herself, "Here is a chance for women to make good, and I am going to put it up to them."

People were saying that women were responsible for the high cost of living and other evil conditions affecting the home, and she believed that to a large extent this was true. But she was of the opinion that they had not neglected their duty knowingly. The League, she saw,

afforded them an opportunity to acquire the knowledge and power necessary for the conduct of the larger housekeeping and to prove to the world that if they had erred in the past it had been through ignorance. She felt a great desire to test the correctness of her theories, and so she wrote to Headquarters for information and organized the Housewives League of New Brunswick, of which she was elected president.

THE National League was then in the midst of a campaign for clean bake-shops, and so the housewives of New Brunswick started in to inspect their bakeshops. As they were armed with no official authority, and as the shopkeepers of the town had not yet learned that the organized housewife is quite as formidable as the strong arm of the law, if not more so, they were before long refused entrance. Thereupon, they applied to the State Department of Labor to appoint their president a deputy inspector, without compensation, and the Department, with its inadequate staff of inspectors, was very glad to comply with the request. It also sent a woman inspector to assist in the work.

Accompanied by this inspector Miss Deshler made semi-annual tours of the bakeries as regularly as if she had been paid for it. The fall tour began in October and lasted until January, and the spring one began in April and lasted almost until it was time to begin the fall tour again, each place being visited from eight to ten times a year to make sure that all orders had been complied with.

The following year the work was ex-

GLIMPSES OF OUR LEADERS

tended to include other food shops and manufactories, under the auspices of the State Board of Health, which sent two inspectors to coöperate with the League's representative. A wonderful change in the condition of food supply shops of the town, particularly those handling meat and fish, was the result.

Whereas these foods used to be generally exposed to flies, dust and fingers, they are now generally covered, and whereas it was once the regular practice to fish pickled meats out of the brine with the bare hand, they are now removed therefrom with forks. The back rooms of such shops were frequently found to be in a revolting condition, even when the one to which the public was admitted was in good order. It was not at all unusual to find the toilet arrangements practically in this room, the only partition being a half-door or screen, while slimy ice-boxes and preservatives known by such names as "Freez-em" were also found. Miss Deshler saw that these back rooms were cleaned up and the preservatives thrown out.

HER work as an inspector attracted so much attention that the Mayor, Dr. Austin Scott, appointed her a member of the Board of Health. She was the first woman to hold such a position in New Jersey.

On the Board of Health, Miss Deshler began to ask questions about the milk supply. The bacterial counts of the dairies supplying the town, as determined by the local milk inspector, were published monthly in the papers, and she observed that while the Board of Health required that the count should not exceed 500,000 per cubic centimeter some of them ran up to a million. She wanted to know why these places, which were clearly violating the law, should not be closed up.

Up to the time when she was legislated out of office by the advent of the commission form of government, she had not obtained any satisfactory answer to this question, but a great deal of public sentiment had been aroused.

MEANTIME, that old bugbear, the cost of living, had not been forgotten. While working for clean shops and clean milk, the League was agitating for a public market and carrying on coöperative buying operations on a rather extensive scale. Through the joint efforts of the Housewives League and the Middlesex Agricultural Association the agitation for the public market bore fruit, and now you can buy green peas at ten cents a half-peck, whereas, in the old days, they were never less than thirty cents. The women of New Brunswick have certainly made good.

MISS DESHLER was twice elected president of the New Brunswick Housewives League, and has been obliged to refuse to stand for a third term because of her increasing responsibilities. For the same reason she refused the chairmanship of the state. She was elected a Vice-President of the National Housewives League a year and a half ago, and now has charge of the lecture course at Headquarters.

As her duties in connection with the League work have multiplied she has gradually dropped the social pleasures of which she used to be so fond. She is sorry for this, because she likes society, but she cannot bring herself to give up the League. Her friends, who rather resent not seeing as much of her as they used to, marvel at the change in her; but she asserts that there has been no change.

"It is my nature," she says, "not to do anything by halves. When society seemed to be the business of life, I gave myself up to it without reserve, just as I am now giving myself to the League."

MISS DESHLER is a trained kindergarten, but has only practiced her profession for about a year. With her usual intensity she worked so hard for her diploma, which she obtained from the Krause Seminary, that she broke down very soon afterward and was an invalid for years. She is also an accomplished musician, having devoted herself to that subject with her characteristic

(Continued on page 57)

From My Housekeeping Experience

HOW I SIMPLIFY THE WORK AT THE CENTER
OF MY KITCHEN ACTIVITIES—THE SINK

BY MRS. C. A. R. RICHARDSON
of the Beaumont (Texas) Housewives League

[EDITOR'S NOTE.—All our readers are asked to contribute to this department. Each housewife has something good to pass on to others, and the greater her interest in the larger housekeeping the more likely is she to have valuable ideas about the practical details of housewifery. It is our purpose to publish in this department each month the best ideas, or recipes, or suggestions on household topics, which have been sent to us from members of the League.]

AT the present point of progress in kitchen equipment, I place the sink as the most essential item. It should be "Costly as thy purse can buy, but not expressed in fancy"—as Madam Polonius might have admonished her daughter, ere she set up housekeeping.

I have under my sink a piece of blue oil-cloth of exactly the same color as the Dutch-blue, painted wall, tacked from the base-board up to the base of the sink, and here are nails upon which I hang the dish pan and the wire letter baskets which I use to drain the freshly washed dishes in.

Any housewife who appreciates the time and labor saved by the systematic scraping and stacking of dishes will find the small investment of from fifty cents to a dollar in draining baskets the best money she ever spent for help. If the regular draining baskets are not available, the wire baskets used in offices for letters, etc., will answer the purpose. I call mine "Silent Susans," and silver in one, glassware in another and china in another, washed in hot suds, need only a dash of clean, hot water from faucet or kettle spout to make them bright and shining and almost dry, and if they are left for a few moments in a draft from the window or electric fan they rarely need the touch of the tea towel before being put away. The occasional application of hot, soapy water and a stiff brush keeps the baskets clean and bright. I have one that I have used continuously for twelve years, and it looks little the worse for wear, although several maids, besides myself, have used it.

These wire baskets are the sort of conveniences that often cut the work in the

kitchen almost in two, and it is hard to understand why housewives do not more often avail themselves of cheap, easily procurable, labor-saving devices like this.

ALL CONVENIENCES CLOSE AT HAND

ABOVE my sink I have hung an old-fashioned rack, upon the large shelf of which I have a pretty tea caddy and several pretty bits of crockery, containing cleaning fluid or scouring powder, which are in daily demand at the sink. The lower rack holds two aluminum waiters, always bright and shining and ever useful in conveying dishes to and fro.

But best of all are the twelve brass cup-hooks underneath the rack, which provide an abiding place for a dozen handy helps to kitchen work, which I could scarcely do without. There is the dish mop which saves the hands when water is hot; the soap-shaker which admits the use of the last scrap of soap; a palmetto fiber brush, not unlike a whisk-broom—an invaluable aid in washing the rough jackets of potatoes, cleaning graters, colanders, pans and the sink itself; the chain dish mop, which scrapes every particle of food that sticks to pot or pan and is of great assistance when anything has burned in a vessel and must needs be scraped and scoured with cleaning powder. Here, also, hangs a small colander and a medium-sized, wire strainer, both of which are in daily use, as is the aluminum measuring cup, light and bright. A combination can-and-bottle-opener, hanging from the rack, makes the draining board the natural place to open containers, and if there is any liquid spilled the close proximity of

FROM MY HOUSEKEEPING EXPERIENCE

water and dishcloth makes the wiping up almost automatic. A combined vegetable peeler, slicer and corer invites the cook to pull out the high stool from under the sink whenever potatoes, apples, onions, carrots or cabbage are to be prepared.

A small, cylindrical grater hangs on this rack, not so much because it is used thereabouts as because it is always washed by the fiber brush, then scalded and left hanging to dry; and never has a particle of rust appeared on my grater, though it cost only ten cents and was purchased several years ago. Here also hangs a triangular basket strainer for the sink into which every particle of food, refuse, parings, scraps or what-not, destined for the garbage pail, is placed so that it may go as dry as possible into that receptacle.

Lastly, there hangs upon the side of this rack a brush of bristles about three inches long ending in a long handle of twisted wire (not unlike a ram-rod for cleaning a gun) which is used for the purpose of cleaning out the drain pipe in the ice box, and for nothing else. This is, of course, scalded after each use so that it is always sweet and clean enough to hang beside the other kitchen utensils.

The hanging of the small, wire, soap rack which is just large enough for a small bar of soap, and one of the cleaning bricks so appreciated by busy housewives, is accomplished by making a hook of each of the two handles and hanging them over the hot and cold water faucets.

Cake Without Flour

BEAT the yolks of four eggs thoroughly; add three-fourths of a cupful of sugar and one cupful of very dry cottage cheese. Add to this one-eighth teaspoonful of salt and fold the stiffly beaten whites of the eggs into the mixture. Bake for twenty minutes in a moderate oven in which the heat is greater at the bottom. Use unbuttered gem tins. This amount should make about thirty cakes.

To prepare the curd, take two and one-half or three quarts of sour skim

WHEN I WORK AT MY SINK

THIS brings us to the consideration of the purpose for which many people think the sink is solely designed—the washing of dishes. I long ago learned that the sink full of hot water and dishes was not nearly so efficient a way of performing this task as the placing of a dish pan in the sink and washing fewer dishes at a time. In this way, the heat in the water is conserved and the sink acts as a catch-all for any water that may slop over, though I always wear a rubber apron when on this particular job, so the spilling of a little water is no great disaster in my kitchen.

I have also learned to accommodate myself to the height of the sink. If it is too high or too low I get a stool of needed height and sit down to this work—of course, having stacked all soiled dishes within convenient reach before beginning. If the height of the sink happens to be just right I feel no weariness from standing up to the sink while working there.

Thus, I have solved the problem of the kitchen sink, which I believe is more of a bug-a-boo to women who do their own work than any other, and I have accomplished it by the application of two well-worn proverbs, "Let your head save your heels," and "A place for everything and everything in its place." Upon these two hang a good share of the chances of healthy, happy and efficient household labor.

milk, heat to the boiling point, and strain. When no more liquid runs off, press the curd between cloths or spread it out in a thin layer on a cloth and dry it in a warming oven. If the curd from the quantity of milk given amounts to more than a cupful, it is too wet, and more of the liquid should be extracted.

If a very sweet cake is liked, as is the case in parts of South America, where these cheese cakes are well known, two cups of sugar may be used with two cups of the cottage cheese and four eggs.

THE JUNIOR HOUSEWIVES LEAGUE

Candy Making at Headquarters

RECIPES FOR SOME OF THE GOOD OLD
STAND-BYS THAT EVERY BODY LIKES

AT the National Headquarters of the Housewives League, the Juniors have been learning how to make all sorts and kinds of candy. Besides the old stand-by, fudge, they have made some of the "store candies" that are less commonly made at home, such as butter scotch and peanut brittle.

For the sake of Juniors in other cities who could not attend these candy lessons we give some of the recipes which were most popular among the children who came to the lessons.

**Butter
Scotch**

USE two cupfuls of sugar, two teaspoonfuls of water and one rounded tablespoonful of butter. Put the sugar, water and butter into a sauce-pan on the fire and stir until melted. Stop stirring as soon as the mixture is melted and allow it to boil until a little dropped into cold water will harden. Pour into a greased pan, and, when cool, mark off into squares. Wrap each square in oiled paper.

**Peanut
Brittle**

PLACE two cupfuls of granulated sugar in a saucepan and allow it to melt gradually on the fire. Stir constantly so that it will not burn. When it is melted add one teaspoonful of butter and one cupful of chopped peanuts. Pour into a greased pan. When partly cooled, mark off into squares. Break into square pieces when the candy has become cold.

**Chocolate
Fudge**

USE the following ingredients: Two cupfuls of sugar, three-fourths cupful of milk, one tablespoonful of butter, three tablespoonfuls of cocoa, one-half teaspoonful of vanilla and three-fourths

cupful of walnuts, cut into pieces. Boil all the ingredients together until, when a little of the mixture is dropped into cold water, it forms a firm, soft ball. It should not make a stiff ball, but should rather be like a soft gum in consistency. Remove from the fire, add vanilla and beat hard until the mixture becomes creamy and begins to thicken. Add walnuts and quickly pour into a buttered pan. Mark into squares while soft but do not cut clear through until cold.

Remember This About Fudge

STIRRING while hot makes the fudge liable to grain. You can be more certain of making soft, creamy fudge if you let it heat gradually and do not stir after it begins to boil. Some people even wait, before beating the fudge, until it is cold, so as to make sure that it will not become grainy.

IF you wish your fudge to be rich, use chocolate instead of cocoa. Two squares of chocolate, melted over hot water, take the place of three tablespoonfuls of cocoa.

DO not add nuts while the fudge is hot. The heat wilts the nuts and takes part of their flavor away.

NEVER add vanilla until after the fudge has been removed from the fire, as the flavor of the vanilla goes off in the steam if it is allowed to boil.

ALWAYS buy a good brand of vanilla. The cheap bottles of vanilla do not have the flavor of real vanilla and are more expensive in the end, because you have to use twice as much in order to get the same flavor that you get from a small amount of good vanilla.

Where Our Fruit Comes From

IF fruits and nuts possess all the health-giving qualities that are commonly claimed for them this nation of ours ought surely to be a healthy one, for we are buying these two products from foreign countries at the rate of more than ninety-two million dollars' worth a year—and this is exclusive of the quantity of home-grown fruits which we consume each year. In the last decade the foreign trade of the United States in fruits and nuts has doubled itself.

The rate at which we have developed an appetite for pineapple, both canned and fresh, is shown by the fact that, while in 1904 there were not enough Hawaiian pineapples imported into this country to justify a separate enumeration of them in the official records of the

Department of Commerce, they are now being shipped here at the rate of six million dollars' worth a year. Last year there were two and a half times as many pineapples shipped here from Hawaii as there were three years before.

Porto Rican pineapples, mainly fresh, are coming in at the rate of one and one-half million dollars' worth a year, as against a little more than half that amount four years ago. While Cuba is the leading source of our fresh pineapples from foreign countries, the amounts received from there remain practically stationary, and the rapidly growing consumption of this fruit is being supplied chiefly by the canned Hawaiian and fresh Porto Rican fruit.

(Continued on page 58)

Our Campaign for Clean Flour

AS the cold weather approaches, the housewife is apt to take added interest in all things pertaining to housekeeping and this seems an opportune time to remind the women of the importance of our campaign for clean flour.

One of our inspectors had occasion to visit a dock sometime ago where there was a lot of flour in cloth bags, stored directly on the floor. The flour had served as a driveway for horses and trucks and the usual accumulation of dirt was there. The flour was piled directly on this and had been stored there, some of it, for two weeks. Imagine the condition of those bottom bags of flour with only a thin cloth bag as a protection.

If the flour had been in a rope-paper bag or a cloth bag, paper lined, there could have been no contamination, for rope-paper bags are germ-proof, moisture-proof and practically air tight.

If anyone of you housewives could accompany an inspector over one day's tour and see the conditions for yourselves as we see them, never again would it be

necessary to remind you of our campaign for clean flour. Each one of you would be conducting a campaign of your own against dirt and filth and disease. But it is only by concerted action that the best results can be obtained, and if each one will insist on her own flour being sent in a sanitary paper sack then the battle will be more than half won.

With the consumer demanding clean flour in sanitary bags, and the millers being willing to supply the demand, there will be no reason for the retailer not keeping all of his flour as he should—in rope-paper or paper lined, cloth sacks.

Our campaign is being actively conducted all over the United States and from Chicago, Boston, Philadelphia, and other large cities comes word of great success. In Greater New York there is a marked progress toward our goal—clean flour.

Are you doing your part and upholding your League in its work? That can only be done by getting your own flour in the right way—in sanitary bags!

Buy in Sanitary Bags!

News from the Field

A Bird's-eye View of the League

IMPRESSIONS AS JOTTED DOWN BY OUR NATIONAL PRESIDENT
AS SHE PASSES ON A RAPID TRIP THROUGH THE FIELD

NEW YORK, October 1, 1915.

NO one who has not spent considerable time at the League center or in the field can gather any adequate idea of the great activities and far-reaching influence of our League. When I am at my desk at Headquarters I always feel the intensive work of the League, but when in the field I am especially impressed with its great breadth. I have experienced this feeling many times, and I had it again, last September, when I made a visit to St. Paul and Minneapolis to attend Housewives League conferences there.

There is always a last word or a last bit of work at Headquarters and this time the executive work kept up to the last moment, for, as I was about to leave the house for the station, the telephone called me to receive a long-distance message from Rochester to the effect that the "producers were ready to ship two carloads of peaches to be put on sale at forty cents a basket." This bit of news necessitated a few last arrangements, and then I was free to start out on one of the most inspiring trips it has been my privilege to take in the interests of the League.

Will you follow with me the trip from New York to St. Paul?

The train is started. Our first stop is 125th Street in New York City, and here I am reminded that just a few blocks over from the station the great peach sales, on which our League has done such effective work, are in progress. Here, too, was where we assisted Borough President Marks last year, in the establishment of one of his vigorous public markets.

At Highbridge, a little further on, one of our first Leagues was organized. Here I am forcibly reminded of the

steady progress and development of the Housewives League, for I remember that in this place, a few years ago, I talked to a small handful of women in a little wooden church and organized a branch of the League.

Our next spot of interest, from the League's point of view, is Yonkers. The story of the Housewives League of Yonkers has been told so many times in our magazine that I am sure you all know about it. My only regret is that you do not all know Mrs. Crowder and her group of active, interested members as I do.

From the Yonkers League the mind wanders naturally a step over the line into Bronxville. There, too, good work is being done.

Hastings-on-the-Hudson is our next point of organization and then comes Poughkeepsie. Here we are reminded of the wonderful spirit of coöperation between the producer and the consumer, which Mrs. J. F. Moore, as leader of this branch of the League, has established.

Hudson, next, is in process of organization. We hope soon to be able to extend to her a welcoming hand into the National League.

In Albany, the work of the League has been carried on so effectively that I find it hard to voice my feeling of appreciation for the power and extent of the work done here. I take this opportunity, however, of paying my sincere respects, to the group of women who have accomplished such noteworthy results in their splendid work in this city, not only in our own League, headed by Mrs. E. L. Post, but in the Woman's Club of Albany, of which Mrs. Elmer Blair is President.

I understand that our Troy League,

just across the river, is going to turn in some wonderful reports this coming year.

Schenectady is our next point. I wish you all could have been with me and Mrs. Chamberlin at the meeting of the Woman's Club in Schenectady, last spring. It was inspiring, as is also the work of this branch of our League, under the leadership of Mrs. Nathaniel B. Spalding.

Amsterdam reports many members but no definite League as yet.

Fonda next. As I looked from the train window here I saw the little electric car which took me, last winter, from Fonda to Gloversville, where I spent some interested and instructive hours at the Knox Gelatine Factory, and where I had the pleasure of being a guest in the charming home of Mrs. Charles B. Knox.

Palatine Bridge, our next point of organization, is just across the river from the wonderful Beechnut factory. If you ever have occasion to pass through Canajoharie do not fail to visit this plant. Not until we come into personal touch with our great industries do we learn to appreciate them. Passing from here we come to Ilion, where we find a well-equipped League under the leadership of Mrs. C. W. Warren.

As we whirled past Utica I was reminded of the Utica Woman's Club, before which I have had the pleasure of speaking. It was here also that the opportunity was accorded me of presenting our League work, during the noon hour, to the employees of many of the great Utica mills.

Oneida comes next with its flourishing League and interesting industries.

The city of Rochester, through which we now pass, has many members. Rochester is the home of the wonderful Mechanics Institute, of which Mrs. Emil Kuichling, First Vice-President of our League, was one of the founders.

I need not remind you of the effective work going on in Buffalo, under the efficient direction of Mrs. Arthur S. Hurrell, nor of the good work in Detroit as we pass through this alert, progressive city.

In Chicago, we are represented by the Clean Food Club, headed by Mrs. John C. Bley. Milwaukee, last, but not least, was one of the first cities to organize a Housewives League; and from here we go on to St. Paul, our destination.

I arrived in St. Paul Friday night and was met by Mrs. MacCourt, our State Chairman; and Mrs. Ida J. Watson, President of the Housewives League of Duluth.

Saturday was Housewives League Day at Minnesota State Fair, and at an early hour I started out with Mrs. MacCourt and Mrs. Watson for the Fair grounds. At half past ten the meeting of the Housewives League of Minnesota was called to order, in the Hall of Fame. A most interesting program was provided, a number of inspiring reports being read from delegates sent to attend the meeting from other branches of the League. I greatly enjoyed the opportunity given me of addressing the audience at this meeting.

Following the meeting a luncheon was served on the grounds of the Model Farm. You will have a report later of this model farm work and the part which Mrs. MacCourt and the St. Paul housewives played in securing it.

On Monday morning there was a meeting of the Minneapolis League, held as is customary, in the Mayor's Reception Room in the City Hall. At this meeting, presided over by Mrs. Robinson, we listened to an interesting talk on "Reading of the Labels," which was delivered by Mr. David J. Hickey. A luncheon followed, during which I enjoyed the privilege of coming into closer contact with our members.

After luncheon we went to St. Paul to attend an enthusiastic meeting of the St. Paul Housewives League.

On Tuesday I had a most interesting and enjoyable visit to some of the great flour mills in Minneapolis, where I took up, personally, our campaign for clean flour.

Then followed a night trip to Chicago and three days of active investigation of conditions which affect our work in general. I visited some of the big stores while in this city, and here, again, I took

up the matter of clean flour and secured the coöperation of some of the stores in our campaign.

Friday afternoon there was a general conference of our members, called by Mrs. Bley, President of the Clean Food Club.

That evening I took the train back to New York, having spent eight days in a whirlwind trip, every hour crammed full of intense activity on behalf of the work of our League, and every moment that was not taken up with meetings, filled with interviews. Producers, manufacturers, tradesmen, press reporters—they

all lined up for their special word of advice or explanation, and all had to be sandwiched in, some way, between the meetings. It was a busy and an inspiring week.

This brief and wholly inadequate description can in no wise give you a good idea of my wonderful trip west, but if I have caused you to see the live points all along the line, from New York to Minnesota, I shall content myself with that.

MRS. JULIAN HEATH,
National President of the Housewives League.

Houston to the Aid of Farmers and Dairymen

HOUSTON, October 5, 1915.

THE Housewives League in Houston has had the opportunity of rendering a good service to the dairymen. A hurricane which swept through Houston and the neighboring towns left the dairymen of the vicinity sorely stricken, and our League was fortunate enough to start a movement going for the relief of these chief sufferers from the storm.

We started a campaign immediately upon hearing of the trouble in which the dairymen were finding themselves, urging all buyers of milk to pay cash instead of continuing accounts as heretofore, even paying in advance if possible, thus giving the milk dealers some ready money with which to begin needed repairs immediately. The dairymen, themselves, met committees from the League and talked over the situation, explaining in what way the housewives of the town could render them most assistance. The fact was brought out in these meetings that the majority of the dairymen were running very close to the wind in their expenses, even under favorable circumstances, and an unforeseen emergency, such as this storm, could not fail but play havoc with them. Among the dairymen present, testimonials were given of roofs stripped off, barns blown to the ground, fences swept away and other misfortunes which made it very hard to continue their business.

Consequently, the Housewives League

made a special request that the milk-consuming public coöperate with them in lending the dairymen such assistance as was possible, and what threatened to become an overwhelming disaster for the whole city, since every member of the community is directly interested in the milk supply, was partly averted.

We have several committees doing good work in investigating conditions under which food is handled in the city and have received several interesting reports from them. Fifty-two calls at markets and stalls in various parts of the city have brought out the fact that there is a general feeling of cordiality among the proprietors toward our workers, and a willingness to coöperate with us.

We have noticed a gradual improvement in the manner of handling foods among many dealers, although certain conditions are badly in need of reform. We are determined, however, to keep in close touch with conditions at the markets and stalls and are confident that we shall eventually work them up to a higher standard.

Some special cases of bad meat are receiving the attention of one of our committees and will probably be eliminated. An inspection of fish, for instance, showed a distinct need of reform in this line. One of our investigators who dropped in at some of the stalls and markets where fish is sold found the odor so offensive at certain places that

Biscuit At Their Best

No wonder these biscuit are fresh and good! The National Biscuit Company insists that every biscuit be the best possible. Flour, butter, eggs, fruit and other materials, are specially selected. Preparation and baking are done with utmost skill amid absolute cleanliness.

The National Biscuit Company bakes many kinds of biscuit for you—sweetened and unsweetened. You can get them from the nearby grocery store, which is constantly supplied by the Coast-to-Coast distribution service of the National Biscuit Company.

**NATIONAL
BISCUIT
COMPANY**



GINGER SNAPS

Snappy and spicy. The grocer man sells them to grown-ups and growing-ups. Five cents.



Uneeda Biscuit

A perfect food—a sustaining food—the most nutritious food made from flour. Five cents.



Graham Crackers
Five and ten cents.

she could only hurry by without making any purchases.

We are making a study of the farmers' market. The committee in charge of this task is going into the subject thoroughly. They have visited the city market and watched conditions there carefully, and have come to the conclusion that the only solution to the question of how to help the farmers is to give them an exclusive market of their own, excluding all retailers, commission men, peddlers and hucksters. In the opinion of our committee these four

classes of market men are injuring the farmers' business. It was the original purpose of this market to provide the farmers with a market place, but that territory has been so invaded by illegitimate dealers who bought from the farmers and sold at higher prices, that the farmers were getting nothing for their produce.

We hope, eventually, to be able to make a definite move to relieve this situation, as a result of our investigations.

MRS. J. EDW. HODGES,
President Houston Housewives League.

The Peach Situation in Buffalo

BUFFALO, October 1, 1915.

THE peach situation has engaged the attention of the Buffalo Housewives League this fall. Following the call from our National President to rally to the aid of the peach growers, a meeting of our League was held in the home of Mrs. Hurrell to discuss what part the housewives of Buffalo could play in the movement of the National League to start the peach crop moving.

At this meeting it was decided to start a publicity campaign to proclaim abroad the fact of the over-stock of peaches and to enlist the coöperation of housewives and local dealers in disposing of them.

The newspapers were supplied with information about the bumper crop and lent their assistance in an effective manner in bringing the facts before the public.

As part of our publicity campaign, we had what we called a "peach week." During this week canning demonstrations were given under our auspices to stimulate the purchase of peaches, and housewives all over the city were asked to donate at least one can of peaches to charity.

MRS. ARTHUR S. HURRELL,
President Housewives League of Buffalo.

Canning Lessons for New Orleans Housewives

NEW ORLEANS, October 15, 1915.

THAT the women of this day have not altogether forsaken the arts of home-making, and that they are occupying themselves with problems of pickling, canning and preserving, with almost the same gusto as they did before the big businesses entered the field with their fifty-seven varieties of bottled pickles and relishes, was made apparent by the enthusiasm displayed when the New Orleans Housewives League gave a demonstration of canning early this fall. The demonstration was conducted by Miss Bertha Treen, who had charge of the canning clubs throughout the vicinity of New Orleans, during the summer.

Heretofore, all the instructions in canning have been given to the women and

girls living in the country. They have done wonderful work, canning fruits and vegetables which they have grown in their own gardens. But all this time there have been thousands of women in the cities who have needed and wished for the same opportunities to learn more about this one department of housekeeping.

Our League has appreciated this need among the city women for some time and therefore took the first opportunity of giving, not only to the members of our League, but to all the women in the city, a chance to gain the same benefits their country sisters were enjoying.

MRS. H. B. MYERS,
President New Orleans Housewives League.



What the Experts Say

Marion Harris Neil, M. C. A., says:

"We are delighted to be able to frankly and truthfully inform you that the RYZON Baking Powder is the very best that we have ever used in our work."

"We subjected the Baking Powder to many severe tests and we tried it carefully in thirty sweet and savory dishes. We found it to be more economical than other baking powders on the market. It appears to keep well. We consider it to be the purest in quality, the strongest and most wholesome of any baking powder of which we have knowledge."

"We would be glad to use it and recommend it when it makes its appearance."

Very truly yours,

MARION H. NEIL

Editor Table Talk

Principal School of Cookery, Philadelphia

A Comment from Boston:

"I have been using the RYZON Baking Powder, which you sent me by parcel post, in my home cooking for the past two weeks and can commend it most heartily."

Very truly yours,

(MRS. B. M.) JANET M. HILL
The Boston Cooking-School
Magazine of Culinary Science
and Domestic Economics

THE DAY OF BETTER BAKING IS HERE

Leading food authorities, those who have been fighting for a better baking powder for years, say that RYZON comes up to their standards. But most important to the housewife is the opinion of those who have tried RYZON in actual baking.

The best known cooking experts, women whose names are famous, have baked with RYZON. They are unanimous in saying that RYZON is uniformly certain in results, that it makes lighter food and that it is unquestionably the first perfect baking powder they have ever tried. Reports from prominent

cooking schools and women's leagues indicate similar satisfactory results.

RYZON is now on sale in the grocery stores of New York City and vicinity. Its distribution is being extended. If members of the Housewives League cannot yet obtain it of their grocers, and would like to use RYZON for better baking, a pound tin will be delivered upon receipt of 35c mailed to the address below, with the name of your grocer.

RYZON is guaranteed to be perfectly satisfactory in every particular or money refunded.

GENERAL CHEMICAL CO.
FOOD DEPARTMENT
NEW YORK

Skim Milk as Food

SKIM milk is an economical food material and might well occupy a more prominent place among our foods than it does. In spite of the fact that it is nine-tenths water, the amount of nutrition to be derived from the remaining tenth and the low price at which it is usually sold, place it on the list of inexpensive foods.

Whole milk, as everyone knows, is an indispensable food for the young, and even in the diet of the adult it is comparatively economical. The only nutrient taken from it in skimming is the butter fat. There is left, therefore, in the skim milk, not only all of the sugar, which amounts to about four and one-half parts in every one-hundred parts, and all of the mineral substances, but also all of the protein. This last substance is important because, besides serving as fuel for the body, as fats, sugars, and starches do, it also supplies tissue-build-

ing material. The proportion of protein in skim milk, as well as of the mineral constituents, which are also valuable for body-building, is even greater than in whole milk.

Since the nutritive part of skim milk consists very largely of protein, it is to be classed with such food materials as eggs, meat, fish, poultry and cheese (though it is much more delicate than those foods), rather than with such a substance as sugar, which serves only as fuel. Two and one-half quarts of skim milk contain almost as much protein and yield about the same amount of energy as a pound of round of beef. When skim milk sells for four cents a quart, or about two cents a pound, and round of beef for twenty cents a pound, a dime spent for milk will provide nearly twice as much nourishment as it will if spent for round steak. Round of beef,

(Continued on page 60)

October Lectures at Headquarters

[**EDITOR'S NOTE.**—We call the special attention of all our readers to the lectures and demonstrations now being given at the National Headquarters of the League. We cannot give you the programs in advance because they are arranged only from week to week; but the following will give you an idea of the character of the courses.]

How Paper Can be Used in the Home.

Demonstration and lecture by Miss Rushton.

Marmalades and Jellies.

Demonstration by Mrs. Nellie Snyder, of the New York School of Agriculture, Farmingdale, L. I.

Making Over Last Year's Clothes.

Lecture by Mrs. Elizabeth Lee.

Suggestions for Prune Desserts.

Lecture by Mrs. S. K. Griswold.

The Preparation and Cooking of Potatoes— Being a Series of Lectures on the Cooking of Potatoes, Held Weekly. By Miss Emma Bossong, Domestic Scientist to the National Housewives League.

Some Dishes that are Both Practical and Dainty.

Demonstration by Mrs. Frank Ewald.

Food as Cause and as Remedy for Disease.

Lecture by Dr. Eugene Christian.

The Making of Jelly Roll.

By Mrs. B. Walters.

Evolution as Shown in the Modern Housewife.

Address by Mrs. Henry R. Caraway, First Vice-President of the National Housewives League.

Cheese Souffle, and Suggestions for Other Cheese Dishes.

By Miss Bossong.

Cake Making.

By Miss Marion L. Carr.

Color Scheme in House Furnishings.

By Mrs. Mildred Richardson Kelly.

Cottage Pudding with Fruit.

Lecture and Demonstration by Miss Bossong.

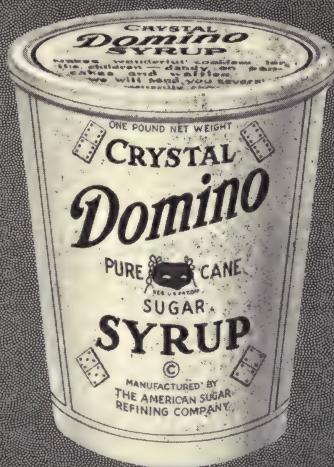
First Aid to the Injured.

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The Housewife's Book Shelf

HOW TO MAKE YOUR HOME ATTRACTIVE HOUSEHOLD ACCOUNTS, RECIPES FOR TWO

Good Taste in Home Furnishing. By Maud Owen Sell and Henry Blackman Sell. 140 pages. Illustrated. Price, \$1.25, net. Published by John Lane Company, New York.

THIS book answers the question that is being put to-day by men and women in every walk of life, "What can I do to make my home more comfortable, more cheerful and more beautiful."

Whether the home be a mansion with a corps of servants, or whether it be a single room, the desire for attractively arranged surroundings is growing stronger every year, and because of this increasing interest the problem of interior decoration and furnishing is becoming a matter of more and more importance to everyone. It is not the money that is spent on the rooms that brings about the tasteful arrangement so much to be desired, it is the application of a few simple and well defined laws, which, when coupled with the good common sense of the average American woman, is the real secret of good furnishing.

The laws governing good taste in house furnishing are here set forth in such a clear, simple and interesting manner as to make the book especially good reading. Every phase of interior decoration is carefully considered. The simplest colors for the simplest rooms; easily remembered rules for telling a Turkish rug from a Persian or an Adam chair from a Chippendale; the color of draperies in sunny rooms or in dark rooms; the use and misuse of the new indirect lighting—these are some of the phases taken up by this book which make it of real, practical value to one who is having problems of house furnishing to settle.

Not the least attractive part of the book consists in the artistic decorations and illustrations contained therein. The

style of the book itself carries out its own message of simplicity and good taste in decorations.

Woman and the Home. By Orison Swett Marsden. 350 pages. Price, \$1.25, net. Published by Thomas Y. Crowell Company, New York.

FORTY years ago a woman sued a railroad for the loss of a trunk full of valuable clothes. Her case was defeated on the ground that she owned no clothes. The court decided they belonged to her husband. The wife was practically merged in her husband, and had no personal rights.

Woman is rapidly assuming a more independent position and is receiving more recognition than she had at the time this decision was rendered, but, according to the author of "Woman and the Home" there is still room for improvement in the general attitude of the world toward women.

This book, in an effort to uproot some of the conservatism that stands in the way of faster progress of women toward the goal of independence, explains the change that has come about in the function and nature of the home, discusses the question of woman's right to vote, and deals rather at length with the various phases of marriage relationship, ending up with a prophesy of the future home.

Family Expense Account. By Thirmuthus A. Brookman. 84 pages. 60 cents. Published by D. C. Heath & Company, New York.

THIS book contains the actual family expense accounts of a small family, during a period of fourteen years. It is useful to the housewife who is considering the problem of a budget, since it shows the exact amount spent by this family for each item of household expenses. The expenses are divided in

(Continued on page 57)

GLIMPSES OF OUR LEADERS

(Continued from page 41)

ardor and energy for a good many years.

She is the daughter of the late Charles D. Deshler, a man well known a generation ago to readers of *Harper's Monthly* and one of the founders of the public schools of New Brunswick; and she comes of the purest American stock, one of her ancestors having come over in the Mayflower, and others in the good ship Anne. She is eligible for membership in the Colonial Dames, the Mayflower Society, the Daughters of the American Revolution, and the Society of Americans of Royal Descent, and other members of her family belong to these societies.

People sometimes talk about the degenerate descendants of the Puritans, but such persons evidently have never heard of Miss Deshler. She, herself, asserts that there are no such descendants of this sturdy stock.

THE HOUSEWIFE'S BOOK SHELF

(Continued from page 54)

groups, such as household expenses, including rent, water, lighting, help, furnishings, fire insurance; food; family; religion; personal; and a separate budget is devoted to savings.

The book has for its aim, besides that of solving such problems as are apt to arise in families living on small incomes, the teaching of the value of money to young folks. For this purpose, a great many questions and problems dealing with mathematics are scattered through the book, which in no way interfere with its use as a guide to the keeping of household accounts.

Besides its value to the housewife it can be used effectively in making the ordinary problems of arithmetic real to a child.

The Small Family Cook Book. By Mary Denson Pretlow. 216 pages. 75 cents, net. Published by McBride, Nast & Company, New York.

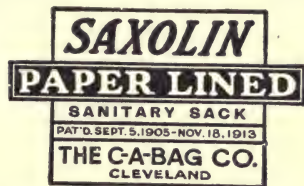
IT is easy to double a recipe, but it is not always possible to cut one in two, as some dishes cannot be made in small quantities.

The aim of this cook book is to give recipes in such proportions that they can be used for a family of two or three without change.

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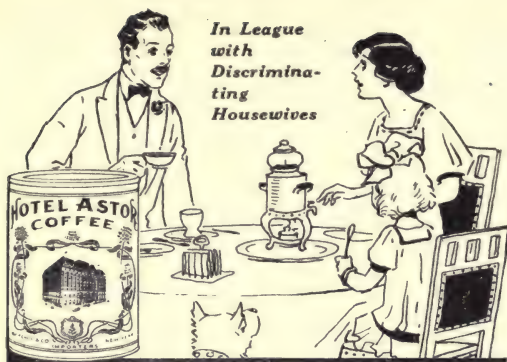
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as when it left the mill.

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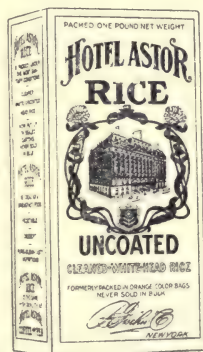
Try it tomorrow for breakfast—its appetizing aroma and delicious flavor will convince you it is the coffee for your home.

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WHERE OUR FRUIT COMES FROM (Continued from page 45)

Imports of pineapples from Singapore, on the other hand, which at one time reached several hundred thousand dollars annually, have now nearly ceased.

Last year, about half of our imported bananas, aggregating forty-seven million bunches, came from the Central American States. About one-third of our bananas were received from the British West Indies and the remainder chiefly from Cuba and South America.

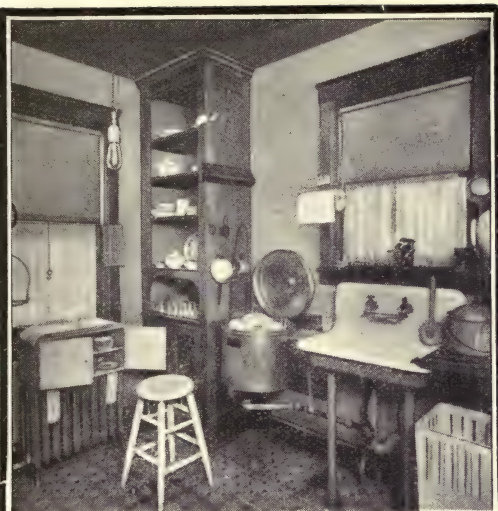
In normal years France supplies about three-fourths of our imported walnuts, but last year her share was only about half the total amount shipped in to us, the remainder coming from Italy, Turkey in Asia, Chile and China.

Greece continues to be the great source of our imported currants, having sent to our ports about thirty million pounds last year, as against three hundred thousand pounds from the rest of the world.

Asiatic Turkey furnished America with nearly thirty million pounds of dates, last year, while two and one-half million pounds came direct from other Asiatic countries, and the same amount reached us via English ports. Asiatic Turkey is also our leading source of imported figs, imports from that country, last year, being thirteen million pounds. Greece ranks next as a source of figs and Italy third. Smaller amounts are received from Egypt, French Africa and Hongkong.

Our imports of grapes range between one million and one and one-third million cubic feet, annually, and all of them, except negligible amounts, come from Spain.

Most of our imported lemons come from Italy. She has supplied us with approximately one hundred and fifty million pounds annually during the last few years. She also is an important source of olives, although Spain and Greece send us olives in greater quantity. Spain sends us between three and four million gallons of olives each year, and Greece about one million, while Italy sends us less than one-quarter of a million. Large quantities of olive oil are shipped to our stores from Italy.



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make a dandy kitchen towel. Think of the hundred and one times you have to wash your hands during the day in the kitchen after working at this, that and the other. Fine also for the children to dry their hands on after coming home from school—saves your good linen towels. Let them take one or two to school—safeguard their health. Only an actual trial will convince you of the many other uses for Scot Tissue. Three sizes:

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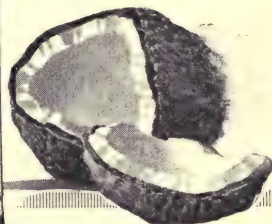
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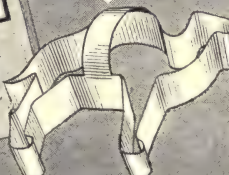
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SKIM MILK AS FOOD (Continued from page 52)

of course, is one of the lower-priced meats, and when compared with the more expensive cuts skim milk makes a still better showing from the standpoint of economy.

The comparison of skim milk with oysters is significant. A quart of oysters contains less than twice as much nourishment as a quart of skim milk, and yet it often costs several times as much. Both are useful, wholesome foods, however, and the oyster, although it does not compare favorably with milk as far as nutrition and cheapness are concerned, has the advantage of flavor. A combination of the two, in oyster stew or creamed oysters, is an economical way of using the oysters, since it makes a given quantity "go further," adding taste to the milk and nourishment to the oyster.

In recommending skim milk as food, the fact should always be kept in mind that it has gone through one more process in the course of its preparation for family use than has whole milk—that of separation or skimming. This, in the case of a food material so liable to become contaminated and to be the carrier of disease, is a very important matter, and the consumer should take even more pains than in buying whole milk, to know that it has been carefully handled, particularly if it is to be used raw.

Whole, unskimmed milk has, of course, a more pleasing taste to many people, than skim milk, and those who do not need to consider the additional cost will, no doubt, always prefer it. When used for cooking, however, the difference is taste between skimmed and unskimmed milk is not perceptible, and there are a great many uses to which skim milk can be put in the preparation of foods. In the making of cereal mushes, for instance, the use of skim milk in place of water adds greatly to the nutritive value, particularly by raising the amount of tissue-forming materials. In making milk soups, chowders, custards and cakes, also, it can be profitably used.

When skim milk is used in chowders the lack of fat is made up by the use of salt pork and the result is a well-bal-

anced, nutritious dish. A very good corn chowder is made according to the following recipe:

Cut two ounces of salt pork into small pieces and fry it with one small onion, chopped, until both are a delicate brown. Add four cupfuls of potatoes, cut into small pieces, and one pint of grated corn. Cover with water, and cook until the vegetables are soft. Add four cupfuls of milk in which four ounces of crackers have been placed to soak, and one teaspoonful of salt, and re-heat. Some people cook the cobs, from which the corn has been removed, in water, and later use this water for cooking the potatoes and corn.

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and **MARCH, 1914**

Our supply of the January, 1913, March, 1914, and Sept., 1915, issues of the **HOUSEWIVES LEAGUE MAGAZINE** is entirely exhausted, and we greatly need several copies to complete sets for binding. We should consider it a great favor if any member would let us have whatever extra copies of these issues she may possess, and in return would gladly accord her a four months free subscription to the magazine.

Send to the

**HOUSEWIVES LEAGUE
MAGAZINE**

17 West 44th St., New York.

HOUSEWIVES LEAGUE

National Movement for Federation of Housewives.

Organized to uphold the enforcement of laws which affect food supplies, the family health, the cost of living, and to secure further legislation, when necessary, toward that end.

Educational—Defensive—Constructive

MEMBERS ARE REQUESTED:

- To insist upon full weights and measures.
- To insist upon cleanliness in the handling of food.
- To protest against the exposure of all food to contamination from dirt, flies, or other infection and to refuse to purchase such food.
- To read carefully all labels on canned and bottled goods and to report any violation of the pure food and drugs act.
- To make personal investigation into the sanitary condition of their markets, grocery, bakery, dairy, laundry, delicatessen and confectionery stores.
- To, as far as possible, refuse to purchase cold storage poultry, fish, butter, eggs, fruit, etc., which have been held to the detriment of condition or advancement of price.
- To secure two new members for the organization.

In Justice to Tradesmen.

Members are also requested:

- To so plan their orders that but one delivery a day is required.
- To pay cash or settle all credit accounts promptly.
- To patronize tradesmen who comply with the laws.
- To refrain from handling articles of food that are exposed for sale.
- To give preference to food distributing stores that close not later than seven P. M.

INFORMATION IN REGARD TO THE LAWS WHICH AFFECT THE HOME MAY BE FOUND IN:

- The Sanitary Code of your local Board of Health.
- Your State Department Labor Laws.
- The office of your Commission of Weights and Measures.
- Valuable information can also be secured in the publications of the Department of Agriculture at Washington.
- This information may be secured free by applying to above-named Departments.

MEMBERS ARE REQUESTED TO REPORT VIOLATIONS AND PERSONAL OBSERVATIONS TO SECRETARY OF CENTRAL COUNCIL.

There shall be four classes of members:

- Active**—To consist of Housewives and others who are buyers of food products. Dues, 10 cents annually, including badge for membership in National organization.
- Associate**—Men and women, not direct buyers of food products, but who wish to further the work of the organization. Dues, \$1.00 annually, including badge.
- Sustaining Persons** who contribute more than \$1.
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- Founder and National President**—Mrs. Julian Heath, 25 W. 45th St. Tel. 4513 Bryant.
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HOUSEWIVES

LEAGUE MAGAZINE

MANAGING
EDITOR

MRS CLARA
BICKFORD-MILLER

Volume VI

Number 6

DECEMBER, 1915

FRANCES WELD
BARROWS
Associate Editor

Editorial Offices:
450 Fourth Avenue
New York

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HOUSEWIVES LEAGUE MAGAZINE, Inc., 450 Fourth Avenue, New York City.

HOUSEWIVES GREETING TO FIRST LADY OF THE LAND

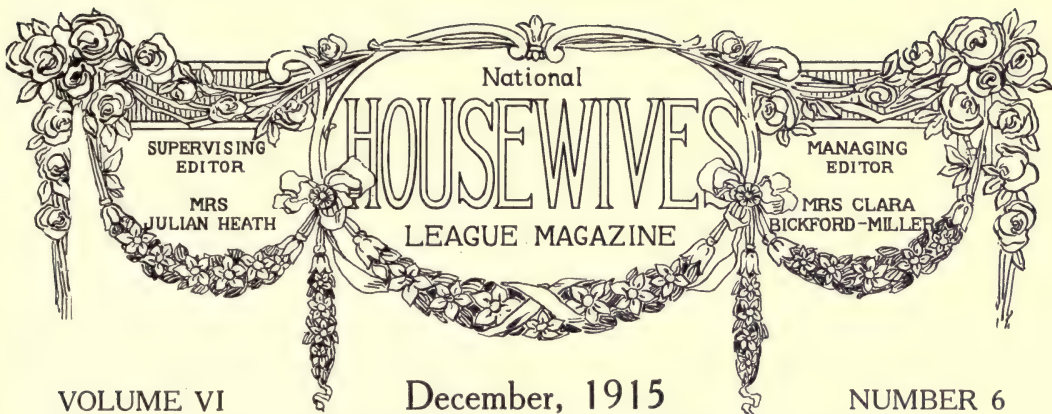


THIS IS THE WEDDING MONTH OF PRESIDENT WILSON AND MRS. GALT

The first Mrs. Wilson was Honorary Vice-President of the National Housewives League.
Mrs. Francis Bowles Sayre, daughter of President Wilson, is now our Honorary Vice-President.



Governor of New York, HONORABLE CHARLES SEYMOUR WHITMAN
(Read Governor Whitman's able address in this issue of the Housewives League Magazine)



What We Owe to Our Children

Industrial Education and Vocational Training

By Hon. CHARLES SEYMOUR WHITMAN

Governor of New York

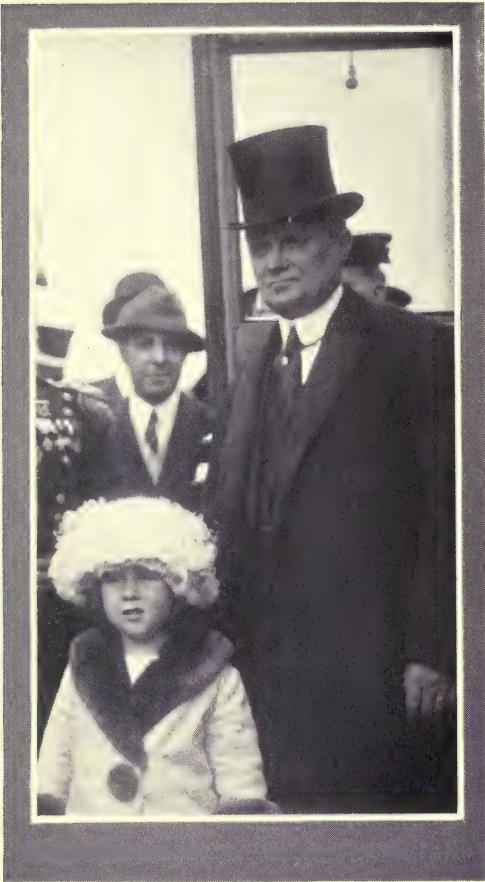
THERE is no subject in the world which makes a stronger appeal to the heart and to the conscience of the men and women of any land than the care of the children, and there is no other human possession so precious in our country and in our homes. There is an honest effort on the part of hundreds, yes of thousands, in our land, to give to the boys and girls of the generation opportunity and advantage not possessed by their fathers. It is a splendid indication of a quickened public conscience, as well as the wonderful advancement in recent years along educational lines throughout our entire land.

It may be necessary that two millions of children between the ages of fourteen and sixteen should be working for wages to-day in this country. It is not neces-

sary that they should leave school at fourteen, totally unskilled, unfitted to take any responsibility. It is not necessary that their far too brief training in school should be so defective that they should be unable to enter occupations where the training may enable them properly to develop. Two millions of children are an economic waste to the country.

I am not to discuss the subject of child labor in its various phases, but, speaking, of course, from a somewhat limited knowledge of the whole subject, to unite with thousands of other citizens in urging upon those charged with the education of the young, the importance to the Commonwealth of the kind of training which best fits the boys and girls for the kind of occupation where they may render the best service of which they are capable.

This address is contributed to the HOUSEWIVES LEAGUE MAGAZINE by Governor Whitman. It was delivered before the Industrial Education and Vocational Training Conference, when delegates met from all the States in the Union, to discuss this subject of profound importance to the whole American people.



GOVERNOR WHITMAN AND DAUGHTER



MRS. WHITMAN, WIFE OF GOVERNOR

I AM told that in this entire country there are fewer trades schools than exist in the Kingdom of Bavaria, with a population of a little greater than that of New York City, and that until the outbreak of the war more workers were being trained in the City of Munich at public expense than in all the larger cities in the United States put together. Whether this statement is absolutely accurate or not, I believe it is obviously true that our schools and educational institutions have not kept pace with similar institutions of other lands in training skilled and proficient artisans and workmen.

It is with some satisfaction that I

bring to your attention that the State of New York and the City of New York have made very substantial beginnings in establishing vocational schools. At present there are two hundred and six of these schools which receive State aid; sixty-five being agricultural high schools located in our rural communities, fifty-three being general industrial schools in our industrial cities and towns, seventy being evening vocational schools for adult workers, who return for evening instruction, and eighteen being continuation schools for boys and girls who work part of the day and go to school part of the day.

(Continued on page 90)

Old Home Is Gone Forever—The Future

By Hon. WOODBRIDGE N. FERRIS
Governor of Michigan



HE old home is gone; forever gone. During the past seventy-five years we have made more progress in science and invention than in all the thousands of preceding years. Strange as it may seem, we have not discovered any short road to the building of a man—of a woman. In the old home, all the members of the family were obliged to work. Probably they had no stronger natural inclination to work than have the members of the modern home. In this old unity of the home, the children learned the lessons of self-reliance, self-sacrifice, self-denial, sobriety, industry and thrift. In order to make up for these losses, our present civilization has thrown the burden upon the public schools. The results are not altogether satisfactory.

The remedy, in my judgment, is to bring the public school and the home together. Let the new duties of the pub-

lic schools connect directly with those of the home. If we are to teach domestic science in the public schools, it is important that we know that this instruction reaches the home and influences the home. It is not sufficient that the young woman should simply be taught to take care of her own prospective home; it is absolutely necessary that she show her loyalty to the home by carrying her lamplight into its everyday functions. The same thing might be said of elementary agriculture, vocational education, etc. The safety of the nation lies in the home.

We cannot restore the old home; but we can correlate the home and the schools so that the fruits of the old home will be manifest and those fruits have to do with the building of character. I have the honor to extend my best wishes for the Housewives League,

COMING GENERATION—HOME MAKERS OF THE FUTURE



IDEAL CHILD LIFE—GROUP OF HAPPY LITTLE AMERICANS—HOPE OF THE NATION

Tribute to American Women

By Hon. LOCKE CRAIG
Governor of North Carolina



GOVERNOR CRAIG OF NORTH CAROLINA
Photograph presented to Housewives League



THE National Housewives League has an opportunity for the highest service. The happiness and welfare of homes can be improved. The improvement of home life is the basis of all progress and of all civilization.

If I were asked to name what, in my

opinion, is the most desirable utility of modern life, I would not name the railroad, nor the telephone, nor the electric light, nor the automobile, essential as they are, but I would name running water in the house. This conduces more to cleanliness and health and comfort than any other improvement that modern civilization has brought us. It can be had too with little cost. There is not a farmer of moderate means in North Carolina that cannot with economy have running water and sewerage in his home, and this would contribute more to the health and comfort of his family than any other improvement.

The housefly and the mosquito are the deadliest enemies of our people. They can be guarded against with slight expense. With running water and screens, any home, however humble, can be clean and comfortable and healthy, and the people who live in it will be cleaner, more comfortable and more healthy. The Board of Health has inaugurated a campaign against the preventable diseases, and by intelligent perseverance and coöperation, it will not be long until such diseases will largely if not altogether disappear. A people to be strong morally and intellectually must be a healthy people. The Board of Health is at all times ready to coöperate with people seeking to improve sanitary conditions, and will furnish instructions without cost.

LOCKE CRAIG.

GREETING FROM GOVERNOR STEWART OF MONTANA

AN organization devoted to the task of solving the problems that confront the American housewife is worthy of nation-wide support. A reformation should be worked in the domestic economy of our homes, and a great advance has been made in this particular under the leadership of the Housewives

League. I trust that the work may grow until the women of America are brought into close touch with the organization. And I extend cordial greetings to the National Housewives League upon its fourth anniversary.

S. V. STEWART,
Governor of Montana.

Message to the Housewives

By Hon. ARTHUR CAPPER

Governor of Kansas



GOVERNOR CAPPER OF KANSAS

Photograph presented to Housewives League



NE of the most gratifying signs of this generation is the increasing interest that is being taken by the State and Nation in the advancement of the home—the unit of our citizenship and the key-stone in the foundation upon which our American institutions rest. Everywhere there is an awakened interest in the need for better, cleaner, stronger home-life; in all States great efforts are being put forth for the passage of laws having for their primary purpose the improvement of conditions surrounding the home, safeguarding the rights of women and children. Many

States now have minimum wage laws, laws regulating the hours of labor for working women and children, child hygiene laws for protecting the lives of babies, and many other measures of similar character—all of them with but a single eventual purpose—the advancement, strengthening and uplifting of the home.

But still there is much to do; there are many and powerful adversaries to overcome. The saloon power, the most potent and most hostile enemy of the home, must be banished from our nation. This evil, corrupt, ill-smelling influence which has always fought for the “sanctity and purity of the home” by voting and working against every question of real value in actually bettering the conditions of our homes, must be cast from us forever.

And so I say that national prohibition will be one of the greatest steps we can possibly take toward the solution of the problems of our American homes. It is one of the greatest blessings to the people of this State—the law which is doing more than any other to make good men and women—good homes—and to bring prosperity and happiness to the people of Kansas. It seems to me the women of the nation can render themselves and their country no greater service than to array themselves solidly against the saloon. Once that monster is removed, a cleaner, truer and more righteous home-life awaits us.

ARTHUR CAPPER,
Governor of Kansas.

The Housewives League should have five million members. It is the protector of every home in America. Join the movement to-day and coöperate in the great work that is being organized for 1916. Be sure and read the January “RALLY NUMBER” of the Housewives League Magazine.



HOLIDAY GREETING TO THE NATIONAL HOUSEWIVES LEAGUE

Portrait of Mrs. Julian Heath, Founder of the League, with her compliments and best wishes to all the women throughout the States who are united in the great work for the protection and the betterment of our homes

Women of America

Message from

MRS. JULIAN HEATH

Founder and President of National Housewives League



THIS is the fourth anniversary of the HOUSEWIVES LEAGUE. Shall we look backward or forward? Whichever way I turn, the things that I want to say to you crowd into my mind so rapidly that I do not know where to begin. There is no need of my attempting to bring to your mind, dear reader, what you, as an individual member, or your organization as one branch of this great Movement, has accomplished. That you know full well; you can never know, however, as do the members of our Executive Committee, the breadth, scope and intensive work of the movement as a whole. It not only is interesting and effective, but remarkable.

WHY has it been remarkable? Let us look backward for this. In the main, it has been remarkable because we have been making history. We have awakened woman to her real economic function as the dispenser of the wealth of the world. That is the fundamental principle of our Housewives League; all else develops from that fundamental principle. We see this so clearly now; we thought we saw it at the inception of our work, but we did not fully realize what it meant. We knew that something was wrong with our profession of housekeeping, but we did not know then the cause. Our housekeeping has been undergoing a complete change; we have been changing from home economics old to home economics new. Under home economics old the family was both producer and consumer; under home economics new the family, in the main, becomes the consumer. We did not realize that this evolution had been going on right within our own homes, and that we, as housewives, had not recognized it, and, indeed, that society at large had not recognized it.

THE awakening, then, of the Twentieth Century housewife to her responsibility and power as the dispenser of the family income and her organization to use this power is a matter of history. With that fundamental principle in our minds, our call to the women of America to put their housekeeping on a business basis, has produced not only great educational work among consumers and the whole commercial world, but has brought results. Out of this great mass of information which is being gathered by the housewife, out of this entire adjustment of the housekeeping upon Twentieth Century lines, is coming a readjustment of many perplexing problems of the times as they affect the home.

WHAT has been the most helpful phase of our work during these four years? It has been coöperation. On the first leaflet which the National Executive Committee issued we asked the members to coöperate with the local, state and federal Boards of Health, Departments of Labor, Weights and Measures Departments, Departments of

Message to Women of America

Agriculture, Chambers of Commerce, Agricultural Schools, manufacturers, and, indeed, with all interests which affect the home. These great bodies responded to this call for coöperation immediately, and not only have they been a great aid to this Movement, but they have become a part of it. So strong is this coöperation between the Housewives League and the various agencies affecting the home, that we have become the natural clearing-house for home matters.

THE secretary of a national industrial association writes: "Your position carries with it so much fairness that even those dealers and interests whom you seek to elevate cannot but see the justice of the Movement." Coöperation, then, has been a strong keynote, and must always continue. Out of the past we have learned some lessons. Coöperative buying has proven a success in a great many instances. Those coöperative stores which have been organized or promulgated through our Leagues have not been a success. From this, I might say, we have learned that in most instances the best way is to work through the existing channels of trade, endeavoring by coöperation to improve them.

WE have come into very intimate relation with all of the commercialized industries which relate to the home. We recognize fully that the commercial cannery, the commercial bakery, the commercial laundry is a part of our own housewifery, and that we should have just as intimate a knowledge of the goods produced in these factories as if they were produced within our own home. To this end we are insisting that the maker's name and the address of his factory be plainly stated upon the article, whether that article be food, fabric, utensil or clothing. This is our larger housekeeping.

WE have been constructive workers always. In theory, principle and practice we have stood for constructive, educational work. We have as yet never entered the field as destructive critics, condemning or criticizing any special product. We have repeatedly said, "Create the demand for acceptable or superior products of quality at fair prices, with a square deal for all—producer, manufacturer, consumer and trade—and the result will be the elimination of inferior products and unfair methods." This constructive policy led us directly to the point where the consumer naturally came to us with the question, what shall we buy? At this point in our work it became necessary for the National Executive Committee to analyze products and investigate conditions and give its official endorsement. This was a serious and important step which forced great responsibility upon the committee.

THE list of products which has received official recognition has grown to a considerable size. This list will be sent shortly to each League leader. In sending this list to you, however, we ask you not to construe the absence of any product to mean that it is not worthy of the endorsement of the Housewives League. We are young in this work, as you know, but in time we shall be able to cover the whole field.

From Founder of the League

THE other day I met a leader who admitted that she did not thoroughly read and digest every word in our magazine. This was a bit discouraging, although I believe that this one leader was a great exception. The best energy and thought that we can give is put into the material in our official organ. This reflects the work of the League, brings before each one of you the business for the moment and endeavors to educate every housewife on all problems which confront her; and we must remember that the problems of the Twentieth Century housewife are big problems. They cannot be decided hastily; they must be carefully thought out and worked out.

* * *

Our Junior League has not grown as it should have grown. In the main, I believe it is because the various Leagues have been so overwhelmed with work that they could not take up this extension work.

* * *

It has been a long time since we have been obliged to declare a boycott. Our power, however, has been felt in these boycotts, but in addition to the power felt by them they have had their educational value for both producer and consumer.

* * *

It is not necessary for me to call to your mind the great improvement which has taken place in the sanitary condition of our food supply stores. This era of sanitation has swept the whole country, and it is only now and then that we find conditions over-serious. This, too, has been brought about by coöperation.

* * *

We have at last established headquarters. This has become a gathering place for housewives every day in the year, a bureau of information for producer, manufacturer, consumer and the trade.

* * *

I could write a whole message upon the topic of the friends of the Housewives League—I mean those friends outside of our organization itself. They are so many that I am almost afraid to enumerate them as they include business men of integrity, municipal, state and federal officials, producers, manufacturers, tradesmen, Chambers of Commerce, Boards of Trade; in fact, there is but little use in my trying to recall them all, they are so numerous.

* * *

Have we enemies? Yes.

Are these known to us? They are, but we will not here enumerate them. Here, again, we bring into play our policy of constructionists not obstructionists.

* * *

Before closing these few words upon the past, I wish to recall the great sorrow of the passing from our membership of Mrs. Woodrow Wilson, our Honorary Vice-President, and Mrs. Willard Q. Church, our honored State Chairman of Kansas.

Greetings to All Members

I wish to express my great appreciation of the support given to me by each and every member of this great organization and my own Executive Committee.

* * *

LOOKING forward—what? The future is bright, but holds for us more intensive work. We have coined the word “housewife,” we have brought into being this great organization with its great power, now we must get down to intensive work. This intensive work to be within our home as well as without.

Because at the time we organized much interest was centered on the food problem, our work to date has been largely in that field. We must not forget that our housewifery includes the housing, the clothing, the feeding and the educating of our families. We must study these divisions in all their phases.

While we still wish to maintain the policy of keeping this League as a movement—a loose organization—and in order not to curtail either local activities or the spread of the movement, we should begin at this time to perfect local and state organizations as rapidly as possible.

THE great impetus that this movement took at its inception, which gave us the first flush of interest, is over, and our advancement now depends upon steady growth. This steady growth will also be a more healthy growth, and yet there is nothing in the past in regard to our movement which we would have wiped out. The only thing we want to do now is to perfect and intensify our work. We have awakened the housewives not only of this nation but of other nations to the new housekeeping. This awakening has brought a change in woman’s economic position, a change in home-making, a change in the relation of husband and wife as pertains to the business of home-making, a change in the relation of the industries of the world to the home. It affects the whole world of commerce. In this, I repeat again, we are making history, and we must move wisely and carefully. Our safeguard lies in the fact that we are studying day and night to use our new economic position in the right way, and that we have the coöperation and help of all interests who wish to protect the home.

* * *

THERE are several points which I wish to make before I close this message: First, that we must stand shoulder to shoulder in every fight which would break down this great movement. We must remember that we are entering an entirely new field, that we are pioneers in this great work, and that we have much to learn. We must be tolerant and patient, radical and yet conservative, keeping always our principle—a square deal for all.

American Women a Power in Our Economic Life

By FRANCIS TREVELYAN MILLER (LL.D., Litt.D.)

Founder of the Journal of American History. Author of "America: The Land We Love."

Member of the American Academy of Political and Social Science.

A great body of women are united in a national crusade in the interests of the home. These women are instructed to demand pure products at fair prices; to uphold the enforcement of laws which affect food supplies; to protect the family health; to solve the problem of the cost of living—this is indeed an epoch-making movement.



It has been my privilege, as an economist and historian, to conduct investigations into practically every phase of American life—political, industrial, and social. The building of this great nation on the foundation of "Liberty, Equality, and Justice" has resulted in a magnificent achievement.

My investigations have proved to me this one essential fact—that it is not war, neither is it political parties that have moulded the republic and shaped its destiny. These have been important factors, but behind them is a force far greater than these—it is industry. And industry is but a combination of two other mighty forces—the producer and the consumer. And behind these is the substance of them all—the beginning and the end of every problem in our national existence—it is the home.

Trade begins and ends in the home. The home creates the manufacturer and the merchant; it produces their goods and then it buys their products—and pays them their fair profit. Every factory and every store exists only on the needs of the home. The whole United States—its industries, its agriculture, its mines, its railroads, its wealth, esti-

mated at \$150,000,000,000 (the richest nation in the world), is based on the purchasing power of the home.

The greatest business in the world today is the business of the home; it is the buyer of the world's products; it is the spender of the world's wealth; it is the supporter of the world's trade. And the manager of this stupendous business (a business even greater and more important in its consequences than the business of government) is the housewife. Here we meet face to face with the purchasing agent of the world's products. Huge industries, employing millions of men; great farms producing billions of dollars of food supplies; hundreds of thousands of stores carrying great stacks of merchandise exist for one purpose—to sell their goods to the housewives.

It is with this brief analysis of the economic foundations of trade that I repeat the statement that any movement which undertakes to organize the business of the housewife on a sound, practical basis, is an epoch-making movement of the greatest importance. It has remained for America, with its genius for organization, to take the first great progressive step in this direction. For the first time in the world's history the housewives of a nation are being organized for the purpose of placing their homes on a business basis. This national movement for the federation of housewives brought into existence the organization known as the National Housewives League. Its four years of great achievements have made it a powerful factor in our economic life—one that must be calculated by every his-



GLIMPSES INTO NATIONAL HEADQUARTERS OF HOUSEWIVES LEAGUE IN NEW YORK



EXHIBITION OF CHRISTMAS TABLES AT NATIONAL HEADQUARTERS—LOANED BY WANAMAKER



AUDITORIUM WHERE EMINENT AUTHORITIES GIVE LECTURE COURSES TO HOUSEWIVES



MODEL CHRISTMAS TABLE EXHIBITED AT NATIONAL HEADQUARTERS—HOUSEWIVES LEAGUE

torian and economist because it has a direct bearing upon our national development. This movement has attracted not only national but international attention; it has been a vigorous force behind progressive legislation; it has raised the standards of living throughout the States; it has conducted crusades against impure products; it has been a factor in establishing fair prices; it has established itself as a clearing house for accurate information on the business of housekeeping; it has become recognized by national and state governments as a power behind every movement that works for the betterment of the homes of the nation.

But, with its notable record of achievements, its greatest service is in the future. Its work is just begun. It should become, year by year, an enormous power for controlling the quantity, quality and price of food supplies

throughout the country; for eliminating waste and saving millions of dollars for American homes; for increasing the trade of all honest products, and for protecting the public against dishonest goods—thus coöperating with honest business and becoming a mighty force in the advancement of American trade.

With this notable service to the nation the name of its founder, Mrs. Julian Heath, should take its place in history as one of the great women of America—the woman who inaugurated the movement which placed the business of home-making on a sound, business basis, who brought the producer and the consumer to a common understanding, who made housekeeping a scientific profession, and who gave the American housewives their first realization of their real power in moulding and controlling the destiny of the nation.

WHAT IS THE NATIONAL HOUSEWIVES LEAGUE?

EVERY intelligent woman in America must know of the National Housewives League—and every woman who knows should join the ranks of the intelligent home-makers. Thousands of women in all parts of the country are affiliated directly and indirectly in this great work.

This national movement for the federation of housewives is educational—defensive—constructive. Its members are requested to insist upon full weights and measures; to insist upon cleanliness in the handling of food; to protest against the exposure of all food to contamination from dirt, flies, or other infection and to refuse to purchase such food; to read carefully all labels on canned and bottled goods and to report any violation of the Pure Food and Drugs Act; to make personal investigation into the sanitary condition of their markets, grocery, bakery, dairy, laundry, delicatessen and confectionery stores; to, as far as possible, refuse to purchase cold storage poultry, fish, butter, eggs, fruit, etc., which have been held to the detri-

ment of condition or advancement of price; to secure two new members for the organization.

This organization works with and for every manufacturer and retailer of honest goods at fair prices. In justice to tradesmen, the members are also requested to so plan their orders that but one delivery a day is required; to pay cash or settle all credit accounts promptly; to patronize tradesmen who comply with the laws; to refrain from handling articles of food that are exposed for sale; to give preference to food distributing stores that close not later than seven P. M.

Information in regard to the laws which affect the home may be found in: the Sanitary Code of your local Board of Health; your State Department Labor Laws; the office of your Commission of Weights and Measures. Valuable information can also be secured in the publications of the Department of Agriculture at Washington. This information may be secured free by applying to the above-named Departments.

Members are requested to report violations and personal observations to the secretary of the central council.

There shall be four classes of members. Active—To consist of Housewives and others who are buyers of food products. Dues, ten cents annually, including badge for membership in National organization. Associate — Men and women, not direct buyers of food products, but who wish to further the work of the organization. Dues, \$1.00 annually, including badge. Sustaining persons who contribute more than \$1.00. Affiliated—Members of clubs and organizations recording their approval of the movement.

The League has National Headquarters at 25 West 45th Street, New York City. It is the Housewife's Club and every homemaker is a member and welcome to its privileges. There is a rest room where you can read, write, rest, and make appointments to meet your friends. There are lectures by experts every day and sometimes several times a day on everything relating to household management. There are talks for the Junior Leaguers and lessons in candy-making and simple cookery every Saturday morning. Tea is served every Friday afternoon from 3 to 5 o'clock, and the members of the National Executive Committee are "at home" to all homemakers. The foods, domestic equipment and other things which the Housewives League has endorsed are on exhibition. There is a model kitchen where you are sure to get ideas that will make your own domestic machinery run more smoothly. The housewife has three problems to consider: housing, clothing and feeding. Our lectures and exhibits offer you the newest and most practical ideas about all of them.

The founder and president of the League is Mrs. Julian Health. The late Mrs. Woodrow Wilson was honorary Vice-President and upon her death was succeeded by the daughter of President Wilson, Mrs. Francis Bowes Sayre. The vice-president and director of the lecture course is Miss Edith Deshler; national secretary, Mrs. Thomas A. Fulton, na-

tional treasurer, Mrs. E. V. S. Chamberlain.

The course of daily lectures at National Headquarters, with the general maintenance of the organization, is estimated at a value of \$30,000 yearly. The organization throughout the States is united and brought into intimate communication and active coöperation by the official magazine, which also carries the chief features of the lecture course to the members throughout the country—thus giving them all full and equal benefit.

The housewives of the nation representing the profession of housekeeping have not had a square deal. The profession has been exploited as has no other profession. We are now demanding a square deal, but we are also ready to give a square deal in return. The secretary of a national industrial association writes: "Your position carries with it so much fairness that even those dealers and interests whom you are seeking to elevate cannot but see the justice of the movement. That theme of fairness appeals to me. You are securing a national reputation as a factor in the economy of living."

The president of one of our greatest produce exchanges writes: "We would like to be informed of the movement of the League and anything which we, as a company, can do to further its interest. You must have learned that there are a proportion of business men and business houses which are consistently and unequivocally on the side of right and proper handling of food products."

The work of the League rests upon individual responsibility as well as concerted action. The results to be obtained depend upon each individual housewife. Committees are being formed to undertake to change conditions, but each individual housewife is a committee of one acting through her power as a consumer. The Housewives League is a constructive movement.

An interested friend said: "Well, you members of the Housewives League are after the dishonest tradesmen and the

(Continued on page 82)

Great American Market

By CLARA E. BICKFORD-MILLER



HOUSEWIVES SHOPPING WITH MARKET BASKETS AT OLD WASHINGTON MARKET

THE VICTORY is won! Historic Washington Market in New York has been regenerated. The Housewives have participated in a great cause—and America's greatest city is today the proud possessor of one of the finest public markets in the world.

It was an epoch-making procession that left City Hall, in New York, on the morning of October 25th, to celebrate the opening of the newly constructed Washington Market.

Everybody was gay, and smiles of sat-

isfaction glowed on the faces of the faithful workers who had brought to completion this great achievement—and among them was the Housewives League which had coöperated with the City Fathers in the notable achievement. Leading the procession was a band sending forth familiar airs as they made their way to the historic old market.

It was a distinguished assemblage—in an automobile were Hon. John Purroy Mitchel, Mayor of New York, Hon. George McAneny, Comptroller Prendergast, Borough President Marks, Com-

The Housewives Triumph

Managing Editor of Housewives League Magazine



EXHIBITION OF NATIONAL HOUSEWIVES LEAGUE ON CELEBRATION WEEK

missioner of Public Works Ralph Folks, John D. Gluck, and Mrs. Julian Heath, President of the Housewives League.

Following in full uniform were forty members of the New York Exempt Firemen with their antiquated engines, and whose headquarters had been in old Washington Market back in the '60's and '70's. One old veteran, sturdy and strong, and still young, carried his ninety-two years in a way that would do credit to American manhood. The youngest veteran present to celebrate the occasion was still only seventy-two.

Within the market, crowds of people were waiting expectantly to greet these earnest men and women who had given

to the City of New York the most modern and best equipped market in the world.

The balconies were thronged with people who were eager to hear the messages and learn of the work that had been done there—many disappointed ones had to be turned away.

The new market was in its gala dress. Everywhere were flags—flags inside and out. Potted plants, palms and ferns bowed and nodded a happy welcome to all. Rosy cheeked apples, luscious fruits of every kind seemed to say "buy me." At every stand the provisions were most temptingly displayed.

Little pigs and chickens had on their



THRONGS ATTEND CELEBRATION OF NEW YORK'S GREAT PUBLIC MARKET
 HON. RALPH FOLK—HON. GEORGE McANENY—MRS. JULIAN HEATH—HON. WILLIAM A. PRENDERGAST
 Com. of Public Works Pres., Board of Aldermen Pres., Nat. Housewives League Comptroller, City of New York

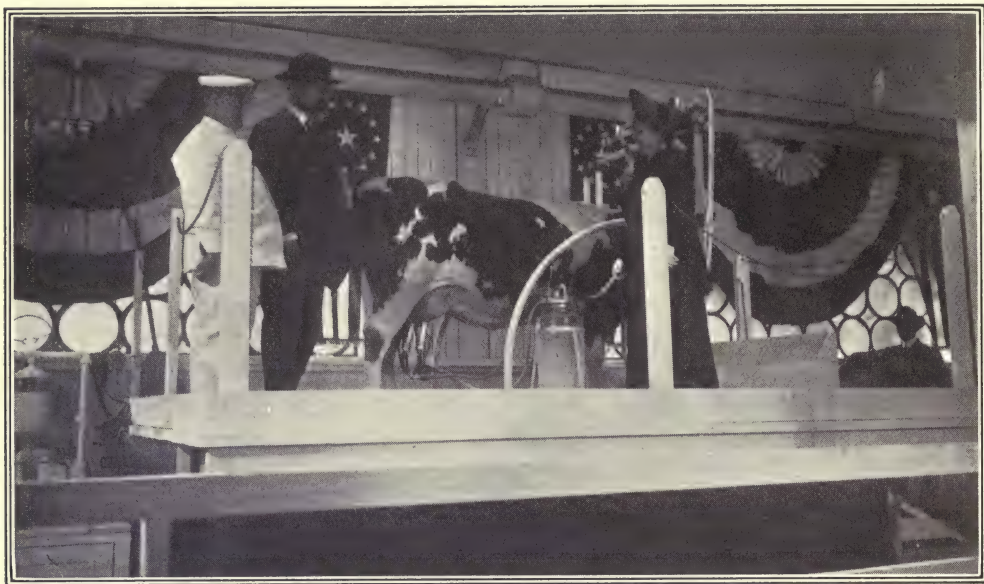


MAYOR MITCHEL ADDRESSING HOUSEWIVES AT WASHINGTON MARKET

HON. JOHN PURROY MITCHEL
Mayor of City of New York

HON. MARCUS MARKS
Pres., Borough of Manhattan

MATTHEW MICOLINO
President Washington Market Assn.



EXHIBITION OF MILKING COWS BY ELECTRICITY—PRESIDENT MARKS AND MRS. HEATH

best paper frills; the steaks and chops were not outdone by their neighbors for they were wearing dainty strips of their own fat put on in lattice design. And last, but not least, the happy, smiling salesman with his immaculate apron, white and crisp, stood eager to have you sample his wares.

The best products, handled in the best way, at the lowest prices obtainable is what drew exclamations of delight from the visitors.

Fifty years ago Theodore Loges established his booth at Washington Market and has been selling cheese there ever since. He was present at the celebration with a rare collection of cheeses from all parts of the world that would rival the best of delicatessen shops.

In the balcony one could be served with steaming hot oyster stew. Mrs. Hacket has been making her famous oyster stews there ever since the Civil War and she attended in person those who stopped at her stand for refreshment.

So it was throughout the market. Men and women, some in costume, demonstrated their *pure food products*, and one could have a generous helping

of most everything from soup to coffee. No partiality was shown. Everybody was invited to taste these savory dishes.

Seated on one of the huge refrigerators was the band which made sweet music while the visitors examined the products. Souvenirs of various descriptions were distributed and every visitor felt that he or she had been treated royally.

In the galleries were exhibits of great interest to all and people swarmed back and forth watching the different machinery in operation.

The National Security League had a display of modern small arms and charts showing the comparative military strength of the different nations.

The National Housewives League had a very attractive booth showing a fine array of endorsed products and the faithful League workers gave valuable information and advice on reducing the cost of living and how to buy to the best advantage.

Another booth of interest was that of the suffrage movement where oral arguments, why women should have the vote, were given. Literature was dis-

(Continued on page 92)

Link in Chain of Modern Markets

Excerpt from Address

By Hon. JOHN PURROY MITCHEL

Mayor of City of New York



THE new Washington Market as a modern institution is a link in a chain of retail markets which I hope that the city of New York will some time own and control. Such a system of retail markets will be a part of a still more comprehensive system of food distribution. The entire plan will comprise wholesale terminal markets which will receive supplies of all kinds for distribution with the least possible handling and waste, and will have a marked effect in keeping down the cost of living.

We want to reduce the cost of bringing food into the city and this can be done by means of wholesale terminal markets established in connection with better transit facilities. With such a system, the people of this city would be able to buy at retail, in some of the finest and most sanitary markets in the world, food supplies transported to the city and distributed at a minimum of cost. The plans are only now in the process of formation and I hope that the people will support the city officials in bringing them to completion.

By Hon. MARCUS M. MARKS—President of Borough of Manhattan

I REALIZE keenly the importance of every movement having the healthy purpose to reduce the cost of living among the people of the City of New York. We do not live to eat, but we must eat in order to live. By keeping down the cost of food and the other necessities of life, we may have something left for recreation, for books, for travel and for other means of self-improvement and better living.

During the past twelve months the old custom of marketing has received a new impetus among the people of the Borough of Manhattan. The quick success of the open public markets and of the many new private markets gives evi-

dence of the general reawakening of the "go-to-market" idea. I prophesy that the new Washington Market, upbuilding on the solid foundations of its successful past, will with its increased facilities soon run its sales up to ten million dollars a year.

We have, from time to time, had many distinguished visitors in Washington Market. King Edward the 7th, when he was Prince of Wales; President Abraham Lincoln; Presidents Grant, Garfield, Arthur and Grover Cleveland. Presidents bring honor but residents bring business. We wish both—business with honor.

By Hon. WM. A. PRENDERGAST—Comptroller of City of New York

PUBLIC sentiment in favor of better markets should be aroused. The market work should be centralized into one department, a Department of Markets, instead of being apportioned as now into three or four different departments.

Last spring the Board of Estimate asked the Legislature to establish a Department of Markets in this city. The Legislature refused to pass such a bill. This was a serious mistake, and I hope the next Legislature will rectify it.

How Washington Market Was Rebuilt

Excerpt from Address

By Hon. GEORGE McANENY

President of Board of Aldermen—City of New York



MODEL AMERICAN FAMILY LIFE

President McAneny, wife, children and father-in-law at their summer home



HE public market is one of the great problems in every city in the United States. I am sure that the influence of the new Washington Market upon the movement for better markets will be profound.

There was team work from the beginning. We were able to make our start with money saved from that year's appropriation through economy in other departments. This is an example of how city affairs should be conducted.

This building was a disgrace to the city four years ago. But the new building is offered as a promise that this in time shall be the standard of all markets of the city. The start toward the reconstruction of Washington Market was made six years ago by the money saved through other economies. We saved nearly \$500,000 from the \$3,000,000 given to us to use and \$43,000 of this saving went toward the remodeled market.

The Purpose of the Public Market

By CHARLES HUTCHINS HIGGINS

Architect of the New Washington Market



CHARLES HUTCHINS HIGGINS
Architect of Reconstructed Market



HE public market has a single reason for existence—economy in distributing food or, as we say, reducing the high cost of living. This economy to the consumer can result in three ways: from convenience, conditions and price.

Convenience, of the greatest degree, results from a location at a spot where producers may easily deliver and in a

district where consumers congregate for other purposes and from the grouping, in orderly fashion, under a single roof, of all classes of foodstuffs.

Conditions, of the best, result from keeping the food products, each at the best temperature and all free from dirt and contamination in the care of experts trained by long experience.

Prices of the lowest, consistent with great convenience, and best conditions, result from free competition by independent merchants, in such close proximity as to invite comparison, without unreasonable effort on the part of the purchaser; the market being so located, conducted and equipped that the rent, wholesale prices, means of delivery and sanitation of the independent merchant or stall-keeper of small means, may be on a scale unrivaled in cheapness and excellence by the largest department store.

With these conditions successfully met, there is coupled to the advantages of small shops, the advantages of the great department store.

Convenience to the public, condition of the food product and opportunity for competition in prices, together with the lowest possible rents and operating costs, have been the land-marks which have guided in the preparation of all the plans for the remodeling and rehabilitation of Washington Market. The object always in view has been efficiency and sanitation.

A monument has not been attempted, except in so far as efficiency in service may be considered a monument.

On the merchants who sell, on the officials who administer, as truly as on the design and construction depends the success of this ideal. The architect of the public market awaits, with the merchants and the officials, the verdict of the public we all serve.

National Housewives and the Market Problem

Digest of Address Delivered at Washington Market Celebration

By MRS. JULIAN HEATH

MY investigations into economic conditions throughout the country lead me to believe that the solution to the problem of the cost of living lies largely in the public markets. These markets have become institutions like our public schools. When the women of America fully realize the great value of these public markets then we shall begin to place our homes on a business basis and eliminate much of the waste and expense of buying.

Nearly every great city in the United States to-day is planning public markets. They are now feeding millions of our population. These markets are the nearest link between the producer and the consumer—the shortest distance between two vital economic points. These markets are founded on the soundest principles of democracy—they are maintained for the whole people. It gives me pleasure to congratulate the City of New York on the reconstruction of Washington Market. It is a notable achievement and our people are much indebted to the officials who have performed this great service to the 5,000,000 residents of the Metropolitan District. It is a monument that is practical and enduring.

The Housewives League feels it a privilege to be connected with such a worthy municipal enterprise. Our members have worked conscientiously and indefatigably for the improvement of the living conditions in this city and throughout the country. We feel that it is a notable victory for all who have been factors in this movement. We trust that other large cities will now emulate the high example set by New York. This League pledges itself to lend its full support to every public movement that we believe will improve

the economic and social conditions in this nation. Our State chapters are working nobly for the cause; the chapters in the various towns and cities are performing an almost incalculable service in their individual communities—while we are all bound together in the name of the National Housewives League as wives, mothers and daughters to perform whatever services are within our power for the betterment of Our Country.

Comptroller Prendergast said that the new market ought to arouse the people of the city to the possibilities of having a fine market system.

"We have been trying to solve the market problem through three or four unrelated departments," he said, "but nothing can be accomplished without central authority. Last Spring we asked the Legislature for authority to amend our charter to provide for a Department of Markets, but it refused. I think this was a great mistake. We shall make the same application again this Winter. If the new Constitution goes through we will ask the Board of Aldermen to pass a bill creating such a body."

OUR PUBLIC MARKETS

By MRS. MARCUS M. MARKS

I MUST have been predestined to an interest in markets, for ever since I can remember I have heard of them and of their scarcity in New York City. I can recollect hearing my mother telling how my father and his associates, then living in Harlem, were obliged to take with them on their daily boat trips to business nothing less important than the

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MAYOR WHO IS ARDENT SUPPORTER OF PUBLIC MARKETS
Hon. John Purroy Mitchel, of New York, with his mother and his wife

Greetings to American Homemakers

By S. W. STRATTON

Director of National Bureau of Standards, Washington, D. C.



THE National Bureau of Standards sends greetings to the homemakers of the Housewives League. Your national Bureau of Standards exists to aid every movement for better standards and for their utilization for more efficient living and working.

This is an age of standards—when standards are being set systematically in every line of activity. Standards serve as ideals to be realized. They include, for example, *standards of measurement* to secure justice in trade, precision in industry, and world-wide uniformity in research. They include the newer *standards of quality* to promote truthful branding and advertising, to furnish a scientific basis for fair dealing, and to promote high utility in the products of industry. Recently *standards of performance* are being set to stimulate and measure mechanical progress, *to make exact knowledge the basis of the buyer's choice, and to clarify the understanding between buyer, seller, and maker* as to operative efficiency of an appliance. These examples illustrate standards that are tangible ideals and based on measures not guesses. The standards of the future must not be matters of opinion. They must be based on experiment confirmed by experience. As mutual understanding becomes clear, disputes decrease, fraud is more difficult, and the temptation to fairness strengthens.

For the housewife the Bureau stands back of the present honest weights and measures movement—a movement initiated by it more than ten years ago. The Bureau helps states and cities and weights and measures officials as to inspection of trade measures. The Bureau drafts model regulations for such service, tests standards, recommends tolerances and co-operates in every phase of the subject. The Bureau's experts visited every state to study how the buyer was being served. Deplorable conditions were found. The new movement is waking up the housewives to the importance of the square deal and giving her the weapons with which to secure it.

The Bureau has issued an illustrated 147-page circular, entitled "Measurements for the Household." This is for distribution to those who desire to make the home activities more efficient. It is more than a by-product of the Bureau's work. It aims within the Bureau's scope, to aid the new social movement for the more efficient life for all—a movement the outcome of which is full of promise. Optimism is justified for many reasons—none greater than the solidarity exhibited by the members of the Housewives League in its movements for greater efficiency.

The Bureau of Standards aims to be in the highest degree helpful to the public. In turn the public increasingly recognizes the value of scientific work—ranging from theoretical to the most directly usable research. The Bureau stands ready with its unique equipment and staff to aid in the scientific establishment and use of standards of quantity, quality, performance, process, regulation or any other, in the field (rapidly growing) where scientific standards based on measures are possible.

Food the Cause—and the Remedy for Disease

By DR. EUGENE CHRISTIAN, F.S.D.



SIMPLE DIET FOR CHILDREN IS THE BEST ASSURANCE OF THE FUTURE GENERATIONS
Photograph loaned from the People's Kitchen in New York



It is a great privilege to speak to the Housewives of America. You are progressive women and will readily accept new thoughts along the important lines of building up our physical bodies—ourselves, our children, and our families.

There never was a time when men and women were concerned with so many big problems: One half the world is inflamed with the spirit of war; women in every civilized land are struggling to participate in government; good people in all walks of life are striving towards temperance; but infinitely greater than all of these is the question of human efficiency, physical, mental and spiritual—and the economic problems

which are being solved by Housewives.

We are, measured by all other forms of life, the shortest-lived animals on earth. All forms of animal life on this globe live approximately eight times their respective periods of maturity. The horse, cow, and any domestic animal that gets its growth at three years will live under normal conditions about twenty-four years. Man is the single exception to this universal rule. He gets his growth at twenty-four years and dies in all civilized countries at the average age of thirty-three. In America, he managed to live forty-four years only and at least two-thirds of this period of time he is ailing. Half of the human beings born into the world die before they reach their sixteenth birthday.

WE have not yet learned how to live. Two million people die every year in the United States because they do not know "how to live." Two hundred thousand children die in this country every year before they reach their second birthday, mostly from nutritional diseases. Four million people are sick, "hors-de-combat," all the time; about sixty-six million people in the United States are afflicted—in other words, only thirty-three per cent. of our total population even pretend to be in perfect health. Seventy thousand people die annually in this country from cancer, about thirty-one thousand of these die from cancer of the stomach. Disease of the stomach, liver and kidneys (all of them food diseases) have increased in the United States one hundred and three per cent. within the past thirty years while all other diseases have decreased.

Every branch of science has gone forward with leaps and bounds except the simple science of keeping well. For more than two thousand years physicians have struggled with the question of human disease and according to these statistics they have given us, up to date, no adequate remedy. Insanity is increasing, in ratio of numbers, twice as fast as population.

We are confronted with these appalling conditions in spite of the fact that we spend annually in the United States \$500,000,000 for drugs and \$750,000,000 more for doctors and nurses to dispense them.

IT was estimated at the great convention held in Paris that ninety-one per cent. of all human disease originates in the stomach, caused by wrong eating. Now, if the report of the famous Committee of One Hundred is correct, that "2,000,000 human beings die every year in this country because they do not know how to live"; if Dr. John Mason Knox is correct in his statement that 2,000,000 little children die every year mostly from nutritional diseases; if 66,000,000 people are always ailing; if diseases of the stomach and liver have doubled in

thirty years; then if it is true that ninety-one per cent. of all human disease originates in the stomach—it is time that we, as intelligent human beings, found the reason for this astonishing state of affairs.

The logical questions are: How does man err in his eating? Why does ninety-one per cent. of human disease originate in the stomach? What is the remedy?

A few years ago I was invited by the Mayor's Committee, I think, to address a meeting at Faneuil Hall, Boston, on the subject of "The High Cost of Living." While returning to New York I occupied a seat on the train with a gentleman whom I took to be a shrewd business man. I think he took me for a preacher—at any rate, we dropped in to conversation. I inquired how business was, he stated it was dull but would be better very soon. He looked confident and hopeful. Just to keep things going, I asked him what seasons of the year his business was best.

"It is very good in mid-summer," he replied. "It booms quite a little just after Thanksgiving, but from December 20th until the 1st of February we are snowed under with orders."

I had been in business quite a little, and I could not imagine what this chap could be doing—"snowed under"—when everyone else was having a holiday.

"What is your business?" I asked bluntly.

"The coffin business," said the man.

After I recovered a little, I asked why so many people die at these particular seasons.

"They eat themselves to death," replied the man.

"Are you serious?" I asked.

"Yes, sir. I travel for the biggest coffin factory in the world. I have been raised in the coffin business. We know almost exactly how many people are going to die on these dates. We always prepare the boxes and they always come after them."

I should have liked to interrogate this gentleman further, but the copper-col-

ored tax collector announced, "Grand Central," and we parted.

WE exist, like all other animals, by virtue of three laws: 1st. Nutrition; 2nd. Motion; 3rd. Oxidation—in other words, eating, exercising and breathing. Inasmuch as we have under discussion only the food question, we will omit exercising and breathing.

Food must be taken according to three rules in order to secure good or the best results: 1st, selection; 2nd, combination; 3rd, proportion. We must select such foods as contain all the elements of nourishment the body needs. We must combine it at meals so it is chemically harmonious. We must proportion the different articles so that we will not be over-fed on some things and under-fed on others.

Let us examine our standard foods and see if we can account for some of our mistakes. Meat, bread, fruit and sugar constitute about eighty per cent. of our average diet. Meat is not essentially a food. It is a substitute for food. The things that made the meat were the real food. When we eat meat we are taking our vegetables second hand. Meat contains but two elements of nutrition: protein and fats.

The average family will consume about ten pounds of meat a week. This will cost upon an average of 30c. per lb. or \$3.00. The housewife will get for her \$3.00 approximately ten per cent. of one pound of fat, approximately twenty per cent. or two pounds of proteids and the remainder, seventy per cent. or seven pounds, is water. She is paying 30c. a pound for her fats and proteids and 30c. a pound for the water: or to put it another way, she is paying \$1.00 a pound for fat and \$1.00 a pound for the proteid. She gets three pounds of real nutrition which has cost her \$3.00. The fats are perfectly tasteless; the proteids are also perfectly tasteless and the pungency and "good taste" of the beefsteak is the juice or water. The water, of course, has no taste. It is the

urea that gives the meat its "delicious flavor."

As an economic proposition meat is the most expensive food we can eat. The grain-fed animal gives back but twenty per cent. of the nutrition it has eaten in the form of meat.

GRAIN is one of Nature's best foods, but the method of preparing grain for the table is pernicious. Wheat, the best of all cereals, is taken to the mill and robbed of its bran, its middlings, its shorts—three of its best elements. In order to please our taste we feed these good, organic mineral elements to the cattle and we eat the pure, white starch that is left. The cattle are healthy and we are sick.

An experiment was made some time ago on young chickens. Twelve little chicks were selected for the test. Six were fed upon the crumbs from pure white bread (XXXX Flour) and they all died, the hardiest one lived only ten days. Six others were fed from crumbs from the entire wheat, bran and all, and they all thrived and prospered. Man's digestive organs and alimentary tract have been built up on coarse food—the process of model milling takes the bran from grain and the cook takes the peelings from all vegetables. We eliminate all coarseness from our food and this accounts in a large measure for the fact that ninety-one per cent. of all human disease originates in the stomach.

Fruit, one of man's best foods, is grossly misused and misunderstood. Citrus and juicy fruits are not food in the true sense of the word. While they contain many valuable food elements, their chief purpose is to aid in the digestion of other foods, therefore, fruit should never be taken with meals, especially acid fruits such as lemons, oranges, pineapples, grapefruit, sour grapes, sour peaches and plums and apples.

Grape-fruit, oatmeal, sugar, cream and coffee is the standard, American winter breakfast. A worse combination could not be made. The acid of the fruit acts upon the starch atom, caus-

ing acid fermentation in the stomach. If the stomach should be strong enough to overcome this, the alkaloidal poison of the coffee would insure the fermenting process. The ideal combination to produce fermentation is starch, acid and sugar.

If a perfectly well man should come to me and ask for a meal to cause acid fermentation, intestinal gas, constipation and all of the ills that follow these disorders I would prescribe grape-fruit, oatmeal, sugar, cream and coffee. If I were prescribing a diet to reduce efficiency, impair health, and make people ill I would not change the present system very much.

NATURE never contemplated that man would extract the pure sugar from vegetable matter and mix it with other food. There is an abundance of sugar in dates, figs, raisins, bananas, squash, carrots, beets, wheat, corn, rice and a dozen other things to supply all our physical demands. But when we extract the pure sugar, crystalize it and take it in the form of desserts, confections, summer drinks and the hundreds of other ways to tempt the appetite we violate one of the fundamental laws of human health, and the ninety-one per cent. of human disease originating in the stomach is the penalty.

Men and women say to me that to adopt a regimen of correct eating would take away their personal liberties and upset the family table. This reminds me of a thing that happened in my town, once, down in Virginia.

The country school teacher requested each boy in her class to write a composition on our great statesman, Patrick Henry. One boy wrote, "Patrick Henry was a great man: he was born in Virginia; he worked on a farm, shelled corn, went to mill, rode a crippled mule, went to school, got a education, then he ran away, got married and then he said, 'Give me liberty or give me death.'"

Errors in eating are not a question of liberty but license. It is a process of catering to appetite instead of hunger, perverted instead of natural taste.

A few months ago in a town in Kansas an experiment was made on pigs. Out of a litter of eight, four were fed on a highly specialized diet and four ran at large and lived upon the usual hog food. The eight pigs were killed at the end of one year—the bones of the four that were scientifically fed were twice as large as their brothers' and they weighed nearly twice as many pounds.

If the queen bee of a hive becomes disabled or dies, the worker bees hold a convention. They select one of their number to make queen. They put this bee, which is of neuter gender, into a special cell; it is fed upon a special food called royal bee bread and within a short period of time its size is doubled, and it is endowed with the marvelous power of sex—all of this is done with food, nothing but food.

A FEW years ago a young Cinnamon bear was captured in the Rocky Mountains. It was brought to a Sanitarium, and fed on a restricted vegetable diet. It grew up as gentle as a cat and made friends with the people and with the other animals; just to see what would happen its diet was changed to flesh and in less than six months it became morose, sulky, suspicious and dangerous. Its disposition was entirely changed with nothing but food.

It is not strange that people recognize these laws and apply them to animals and never think that perhaps they could be applied to themselves. Our body in its final analysis is merely the sum total of the food we eat. The quality of the man or woman, like the quality of the building depends entirely upon the quality of the material out of which they are made. Suppose a builder had brought all the material in this building and dumped it upon this beautiful plot of ground with no more thought than we take in putting things into our stomachs—he would have had merely a pile of debris—but by selecting, combining and proportioning his material he erects a beautiful and useful structure. Suppose again that the architect had put one crew of men to constructing this build-

ing and another slightly smaller crew to pulling it down, he would have been considered insane, yet that is what millions of people do, when they eat good food and then take into their stomachs tea, coffee, liquor, tobacco and sedative drugs.

The great problem before the American people is not the high cost of living but the awful cost of wrong living. Last winter when we were confronted in New York City with the great problem of the unemployed I fed 1000 men a day for more than ten days at an expense of about 1 cent a meal. I gave the men the best food that money would buy, prepared in the best possible manner.

This was my bill of fare:

Plain boiled wheat—all they could eat.
Ten dates. One-half ounce cheese.

These men ate one meal a day only and declared publicly that they were splendidly nourished.

Wheat will cost in the ordinary market about one cent a pint, when this is boiled six or eight hours it doubles in measure—one quart of the boiled wheat is all that three hungry men can eat.

If there is anything divine in the physical universe it is the human body and if there is any law divine it is the law that governs the human body. All disease is merely the expression of violated natural laws.

The tendency of nature is to bring to a higher and higher degree of perfection everything she creates provided we give her a little assistance and the material to work with. If man would give as much attention to the laws that govern his physical organization as he does to other branches of science, I am quite convinced that the primary cause of nearly all disease could be removed and within a few generations perfect health could be established. Science is employed in making money rather than in making people.

IN the hostelrys and cafes in our great cities the food is selected, combined and prepared by the most ignorant class of people we have. It is the boast of many a housewife that she never knows

what is coming on her table. This sacred duty is intrusted to ignorance and perverted taste—entrusted to people that do not know the chemistry of anything they bring to the table, neither do they know or care anything about the chemistry of the body or its requirements. The youth, the adult, the middle-aged and the old are all fed upon the same articles without thought and without consideration.

We are often admonished by our New Thought friends to take no heed of what we eat—merely thinking right. The converting of food into human flesh and blood and human thought is indeed a divine process. Let us grant for the sake of argument that one could make good blood out of bad food by sheer force of will. The mind is not a digestive organ. Would it not be better to partake of true foods properly selected and combined and let the mind take its flight into the realm where it should be doing its glorious work and not burden it with the vulgar process of digestion?

Prof. Paldof of Moscow, Russia, said to me, a few years ago: "If we could ascertain exactly the requirements of the human body, and could ascertain exactly how to supply these requirements with food, man could live indefinitely." The difference, continued he, between youth and age is a chemical difference only; disease is merely a congestion of decomposed matter, it is purely a chemical problem and science, said this great man, is doing but little for the world if it cannot ultimately solve these problems.

IT is pathetic to think that science and human genius has reached the "ultimate" in so many directions and cannot possibly preserve human life, the world over, longer than thirty-three years. It is pathetic to think that man can send his voice around the world on a current of common air, that he can measure the distance to the stars and weigh the remotest planet and cannot save his own life. For these startling conditions there must be some obvious reason.

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Let every mother of the National Housewives League try and make these holidays the happiest in the memory of the little ones.—Do your Christmas shopping joyously.

Home Entertainment—A Few Suggestions

By FRANCES WELD BARROWS

Associate Editor of Housewives League Magazine

This is the first of a series of articles on how to spend your evenings.—Next month an important article will appear entitled: "Why Don't You Go Home?"

WHAT are you going to do with your winter evenings? This is the question that faces us all during the next four months. We shall present in these pages each month a few simple suggestions for "Home Entertainment."

This first article will relate to the entertainment of children during the holidays, especially between the hours of five to eight o'clock—from sunset to bed-time.

Games—that is what the children want—all the different kinds of games that you can devise. In planning for the entertainment of children a good rule to follow is that of alternating the quiet and the noisy games. If the romping games are always followed by a quiet, restful one, you may be pretty sure the children will not go home tired out and cross. When the children first arrive there will be an awkward period when they feel strange and uncomfortable. A jolly contest of some sort which will start a spirited rivalry will soon break the ice.

How to Play Game of Feather

THE game of feather is a good ice-breaker and is always played with zest by the children. The players line up on two sides and try to make a feather alight upon the other side by blowing it across. This promptly and effectually dispels any feeling of stiffness that may have been present.

How to Make Shadow Pictures

THIS game may well be followed by a set of shadow pictures and the children will be quite willing to sit still and

watch the pictures as they appear on the screen. For a party during the Christmas season a Santa Claus picture will please the young folks. Rooms connected by double doors are best for this, but a single room can be used, with a sheet stretched across one end or in the doorway. Stretch the sheet taut and behind it place a card-board, chimney piece, with different-sized stockings hanging before it. Then set a lamp on a low stand so as to throw a reflection of the chimney and fire place on the screen. Of course, all other lights are extinguished.

Do This on Christmas Night

IT adds a touch of Christmas festivity to have music during the picture, first a Christmas carol, then a lively march accompanied by a jingle of sleighbells, first faintly heard, then growing louder as suddenly the shadow of a sleigh drawn by reindeer passes across the upper part of the sheet. These figures can be cut from cardboard and passed before the lamp.

* * *

If it is not practicable to have the cardboard figures, the shadow of Santa Claus might suddenly drop from above and come out of the open fireplace. This can be effected by the one impersonating Santa Claus stepping over the lamp and coming through the opening left in the cardboard fireplace. Santa, of course, will have a long beard, a shaggy coat and cap and a pack upon his back.

* * *

While soft music is being played Santa can do some pantomime work, tip-toeing cautiously about, setting down his pack and holding his sides with laughter at the length or smallness of some of the stockings.



HOW TO ENTERTAIN—COSTUME PARTY THAT CAN BE GIVEN IN ANY HOME

Then he opens his pack and starts putting presents into the stockings while the children are deeply interested trying to guess from the shadows cast what the presents may be. He can be startled once or twice by an imaginary noise, listen attentively, then hurriedly grab his pack and prepare for flight, then grow quiet again and proceed with his task. When the presents are all distributed he goes up the chimney, the sleigh bells grow fainter, the lights are turned on, and the children are permitted to go behind the scenes to find what Santa has left.

What to Eat at the Party

THE success of a young folks party depends more upon what is served them than upon the entertainment provided. The refreshments at a children's party should be of the simplest description and special care must be taken that no injurious, artificial colorings are used in icings and candies. Children love cakes and ice cream that are made bright with pretty colors and there is no reason why

the colorings should not be used if one is sure that they are harmless.

* * *

Cochineal may be employed for giving a pink shade to icings but greens and yellows are best avoided, for, although it is possible to obtain these colors in pure, harmless form, they are so often injurious that suspicion usually attaches to them and mothers are apt to be disturbed when they find out that they have been served to the children.

* * *

The plainest, most commonplace of dishes, if fixed up in fancy shapes and trimmed with a few decorations, will seem wonderful to the children. Thin bread and butter sandwiches will lose their character of ordinary bread if dusted over with pink sugar to make them look festive.

* * *

If cake is served it should be a plain mixture, preferably of the light, sponge variety. If little cakes are made into fancy shapes and covered with icing of

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How to Put Your Home on a Business Basis

Special Investigation for Massachusetts State Board of Agriculture

HOUSEHOLD ACCOUNTING

By LAURA COMSTOCK

Professor of Home Economics, Massachusetts Agricultural College



In olden times women thought and thought and thought before they spent—now women often spend and then think and think and think.” If this is true, how may a change be brought about? By convincing the homemakers of their responsibility with regard to the expenditure of funds; by showing them that homemaking has in it all the elemental features of a true business, and that to succeed in it requires the best of training.

Contrast the present-day housekeeping with that of fifty years ago. Have the keepers of the home made as great an advance in their business as the farmer, for instance, has in his? If not, how may this be remedied?

Organizing ability is one of the requisites. The routine of housework in the least time and with the least energy can be accomplished only after much study, but that is not all; the responsibility of spending much of the income also rests upon the housewife. This is one of her greatest problems. To succeed she must view the question in all of its phases before spending a dollar. In other words, a budget should be made and lived up to as nearly as possible.

When a home is started there should be the utmost frankness in the discussion of the standards to be maintained in that home. It is taken for granted that there will be certain ideals. These ideals will undoubtedly change from year to year—grow higher as the lives of the homemakers enlarge. These changes will af-

fect the way in which the income is spent. More money will be devoted to one purpose and less to another. Certain standards will be felt to be absolutely necessary to the home life. True coöperation must exist from the first, so that no differences may later arise to shatter these ideals. When both husband and wife fully realize what they wish to express by their home, and know the yearly amount of money at their disposal, then let them discuss how to spend that income to the best advantage. To have clearly in mind what each particular purchase will give to the home, to know that it supplies a real need, will bring true contentment. It will satisfy not only the individual but the group which constitutes the family. The right idea of use will prevent worthless buying. How may this be accomplished? Not only by making a budget but by keeping a strict account of all expenditures. Mrs. Ellen H. Richards, in her investigations into the “Cost of Living,” has said that “the great educational value of knowing how our money is spent cannot be overestimated.”

BUDGETS

FIRST, then, the budget must be considered. If a home is just being established, then recourse must be had to the budgets of families living in similar circumstances. If it be a family of some years' standing, and no accounts have been kept, the budgets of other groups must be consulted; but in addition, some help may be given by an esti-



THE MODERN HOUSEWIFE WITH THE HOME ON A BUSINESS BASIS—AN ELECTRIC KITCHEN

mate of the outgo of previous years.

In dividing the income the ideals of the family will modify the amounts suggested for each column. In the budgets considered the average American family will be taken as the unit, two adults and three children under working age, or the equivalent of four adults.

In the "ideal division" it will be noted that twenty-five per cent. is spent for food; twenty per cent. plus or minus for rent; fifteen per cent. plus or minus for operating expenses; fifteen per cent. plus or minus for clothes; and twenty-five per cent. for the higher life.

FOOD

THERE are five divisions made in dividing the income. Food is first, for without that life cannot be maintained no matter what else may be possessed. This is absolutely essential. It may not be the kind desired, but if it contains proper nutriment the body may

maintain its working efficiency. Some of the cheapest foods contain the various nutrients in available form, so that economy along this line is entirely possible. A knowledge of food values will enable one to regulate this column to a nicety, and still the family be nourished in proper form. To buy out of season always adds much to the cost and seldom adds materially to the food value. Some of the most expensive foods, such as meats, have substitutes. If vegetables are not strictly fresh they may have deteriorated decidedly and therefore be expensive. One must be well trained in the business of buying and have a knowledge of food values in order to keep this item within bounds.

Many inexperienced housekeepers order too much or prepare too much. If these left-overs are not properly utilized there will be a leak. Look well to the garbage pail. Keep it free from food-stuffs that can in any way be used. You

know that as a class American cooks are wasteful, and that our more thrifty relatives across the seas know much better than we the value of left-overs. Is it true that a French family could be fed on what an American family throws away?

Food must, as before stated, contain the proper nutriment. It must be clean. The standard of cleanliness is constantly rising; greater demands are placed on the producers, with a resulting rise in prices. It must be properly cooked, otherwise a perfect food might be spoiled for use. It must look attractive. There necessarily must be variety; but not so much as some people think. In this respect we may be able to save on the cost of food. Twenty-five per cent. is the proportion set aside for this necessity.

It will be noted in the budgets that the smaller the income the higher the percentage spent for food. A man earning but \$500 spends sixty per cent., or \$300, of his income to supply the amount

of food necessary. If he has a garden or gets some produce from the farm, the percentage spent for food may seem abnormally low, but these factors must be considered.

RENT OF OWNERSHIP

THE next item to be considered in Mrs. Richards' "Suggested Budgets" is that of rent or ownership. In securing a dwelling in which to house one's family, many factors must be taken into consideration. These will directly affect the percentage of the income devoted to this end. The wise person is one who secures a house that is not lacking in any sanitary requirement. The nature of the soil and the ease with which the plot may be drained should be two determining factors. Light should be abundant, and a free circulation of air made possible. A good neighborhood should be selected, for the moral side has to be considered in the selection of a home. Many a small house in an unpretentious street or

FAMILY INCOME.	PERCENTAGE FOR —				
	Food.	Rent.	Operating Expenses (Wages, Fuel, Light, etc.).	Clothes.	Higher Life (Books, Travel, Church, Charity, Savings, Insurance).
Two adults and two or three children (equal to four adults): —					
Any income (ideal division), . . .	25	20±	15±	15±	25
\$2,000 to \$4,000,	25	20±	15±	20±	20
\$800 to \$1,000,	30	20	10	15	25
\$500 to \$800,	45	15	10	10	20
Under \$500,	60	15	5	10	10

neighborhood may measure up to all requirements in sanitation, outlook, arrangement or rooms and moral tone. There is no question that owning a home helps to develop character. A greater pride in the homestead is usually taken, a responsibility for the general condition of things in its immediate neighborhood, and this interest widens many times into responsibility for the affairs of the community. As the social part of life is of importance this must be reckoned with when considering the question of owning or renting a home.

The amount set aside for rent is about twenty per cent. Not more than twenty-five per cent. of the income should be used unless heat is included, as in apartments in a town or city.

OPERATING EXPENSES

THE home having been secured, the question arises as to the maintenance of the same. No house should ever be considered without carefully estimating the fuel required to heat it comfortably, the kind of lighting system afforded and cost of maintenance, and cost of keeping the house clean and in repair. The matter of keeping the house clean should be looked into more carefully than it usually is, as it means pleasure or pain to the housewife.

Aside from these points which help definitely in the choice of a house there are such items as express, postage, car fares (incidental), water tax, and other small expenditures which in the aggregate amount to a surprising sum. It is

in operating the house that small leakages occur. As a rule, details are neglected and the bills run up. A strict account kept of all disbursements in this department will many times reveal interesting means of saving without crippling efficiency.

Fifteen per cent. plus or minus is indicated in the ideal division, and in all incomes of \$1,000 or over it is practically covered by that amount.

CLOTHES

THE same per cent. is indicated for this department as for operating expenses. Certain budgets indicate that more has been spent than the fifteen per cent., but these are individual cases. One should buy with a long plan. By this is meant that one winter certain pieces of wearing apparel could be bought, such as a suit, two suits of heavy underwear, the second winter a coat, and in place of the underwear, stockings and shoes. One should be a good judge of textiles and should have in mind the physical need and also the aesthetic need. It is a duty of all mankind to look as well as possible. Neat clothes, which are well made, simple in outline and of good wearing material, are no more expensive in the long run than those which are untidy in appearance, extreme in style and unsuited to the wearer. Clothes should have a distinctive air. They should look as if they were meant for the individual wearing them.

(To be continued in January issue)

The best grades of condensed milk should be creamy-white, smooth, free from a cooked taste and of the right consistency; when diluted with water to two-thirds of their bulk they should be almost if not quite equal to fresh milk.

* * *

The term "kippered" as applied to

herring, salmon, etc., means that the fish is split, salted and smoked.

* * *

Lettuce will keep fresh longer when the roots are left on the plant.

* * *

The best nutmegs are round and compact in shape, of oily appearance and heavy.

First of Series at National Headquarters on

Birth—Heredity—Environment

By DR. ALFRED C. WALLIN, Eminent Specialist



DO you know that the tiny bundle of humanity laid in your arms for the first time is the product of inheritance modified by environment; just a little house composed of many bricks; a beautiful mosaic of many ancestors? The development of the child is a process of formation, and in Biology the increase of structure.

In Genesis we read that God created grass, herb, fruit tree, every living creature that moveth, the cattle, and creeping thing, and beast of the earth, after its kind. So we find a fixed law that every living thing shall produce offspring after its kind.

We constantly see the result of this law in human beings; and because of it have formed such sayings as "Like father, like son." We have not the

privilege of choosing our parents, but we may choose our parents-in-law, thus laying a right or wrong foundation for our progeny.

It is evident that the scientific study and care of children includes a knowledge of the factors which are liable to affect them before birth.

Healthy infants imply healthy parents.

Many of the lesions transmitted to our offspring are omissions in evolution, or flaws in development, and not acquired defects.

One of the characteristics of the present generation is its scientific and philanthropic interest in children. Because of this the child has become an object of critical and anxious concern, and research into its physical and mental traits as to health, amusements, occupations, care and training, is becoming a deep



WHAT CAN WE EXPECT OF THESE CHILDREN? FAMILY OF SEVEN LIVING IN ONE ROOM

study both of individuals and organizations.

Laws for the protection and betterment of children, and the inauguration of all kinds of activities for the improvement of their condition in the home, the school, the church, and industrial occupations, are constantly being enacted.

THE United States Congress in April, 1912, established the Federal Children's Bureau as a branch of the Department of Commerce and Labor. This bureau is to investigate the questions of infant mortality, the birth rate, physical degeneration, orphanage, juvenile courts, desertion, dangerous occupations, accident and disease, employment, and existing laws in behalf of children. This, together with some of the writings of such eminent persons as G. Stanley Hall, Ellen Keys and others, is doing a great deal for the child's welfare to-day.

The curious fact of this is that the men and women most interested in this movement for the better childhood, themselves show more directly signs of decaying parental interest than the people not so interested in child-welfare.

These men and women are not marrying in so large a ratio as they did in previous generations.

Forty years ago the average annual number of marriages per ten thousand of population in the United States was ninety-eight. In the North Atlantic States, which are leaders in child welfare, the rate per ten thousand was 84 in 1890 and 82 in 1900. In the North Central States the rate was 92 in 1890 and 91 in 1900. The lack of parental interest has without a doubt a share in the cause of this decrease in marriage. And, of course, both help to lower the birth rate.

Among those who do marry there seems to be an increasing dissatisfaction and thereby an increase of divorces. Between the years 1800 and 1900 the rate rose from 28 to 38 per one hundred thousand in population. In the South Atlantic States from 13 to 33. In the North Central States from 55 to 96. In

the South Central States from 25 to 95. In the Western States from 89 to 129. That is to say: In the United States the divorce rate increased during 20 years from 38 to 73 per 100,000 of population. In 1902 the rate had increased so that one marriage in every nine is followed by divorce.

THE presence of children in a household, and the love of children, are admittedly the strongest bonds of wedlock. If men and women of weak parental interest marry, the bonds of wedlock are correspondingly weak.

Much more confirmatory of the facts is the steadily diminishing birth-rate. For a number of decades the birth-rate has fallen off about one per cent. each year, until in 1900 there were only three-fourths as many living children to each one thousand potential mothers as in 1860.

The statistics of the Massachusetts Bureau in 1905 showed that during the present generation, 19,478 native-born women gave birth to two and 77-100 children on the average; whereas the mothers of these same women gave birth, on the average to six and 47-100 during the preceding generation.

In days gone by they idealized motherhood: but to-day neither fatherhood nor motherhood is idealized. Woman as mother is not impressed upon our children to-day; but scholarship and travel. Often it is some special pursuit. Professional career is the ideal of our brightest girls of to-day. They also become club women, authors, actresses, social reformers, or political agitators.

It is not the Madonna that we see on the covers of current literature and newspapers, or in the fashion-plates; but it is the Gibson girl. The actress, or some other girl, far removed from the Madonna. About our city thoroughfares we see Gibson girls, actresses, and society girls and women, not well developed and healthy and possessing the intellectual and moral qualities which make women efficient mothers.

To live and to have the endowments of life up to the limits one's nature im-

poses, is, therefore, an expression of the deepest purpose of the universe, and of the soul of man. If, therefore, life itself is the greatest of created things, and if the very purpose of the universe is fulfilled in such creation, then parenthood is the supreme creative function in human life.

ALL the creations of man's handicraft, all the creations of art, literature and science, all the creations of social philosophers, are of secondary importance, compared with the human lives created by men and women in their capacity as parents. Conceive of man as an immortal being, then does not fatherhood and motherhood become the really fundamental media of eternal existence?

Man must create life, whatever else he creates, or perish from the earth.

They say that the next century will be the century of the child just as the past century has been the century of the woman. A father and husband should have other bonds than the bonds of society and the laws of the country.

Man's duty is to perpetuate the race.

Procreation being the foundation of all life, the science of heredity forms the basis of the science of life, and its principles must, therefore, be considered the fundamentals of all social science.

Here we have two children, brother and sister, that the public school is trying to educate, on whose behalf the money of the community is being expended freely, for whom well-trained and devoted teachers are giving their time, energy and patience to the task of making them fit to live out their lives as individuals and as members of society.

But all these efforts of education are being defeated by the poor health, bad eye-sight, and irregular attendance of the children. Then medical and other expert help is called in, to assist the school in getting at the causes of the children's troubles and removing them. The boy is found to be color-blind and otherwise defective in vision. The girl has a chronic ailment, both have enlarged glands, defective skeletal development,

and weak lungs. On going further back, it was found that the father died of a chronic disease and that the mother was found to be suffering from it also.

The child must inherit these defects. What, then, can all the educational and social activities in behalf of these children avail?

One of our writers, Karl Pearson, says: "No degenerate and feeble stock will ever be converted into healthy and sound stock by the accumulated effects of education, good laws and sanitary surroundings."

Dr. Engleman says, "There is no question as to the baneful sentiment which is gradually developing among people, that large families belong to low life, and is degrading."

Some years ago a New York woman wrote that it was impertinent interference with private rights to insist that it was the duty of the woman to be the mother of some household or other.

Thus all will agree that the qualities human beings are born with may be transmitted to their offspring. Moreover, all will agree that the qualities acquired after birth, insofar as they affect the vitality of the individual, may affect the vitality of his offspring.

THE right of the child of civilization to be well-born will never fully be realized so long as men and women are ignorant of the biological processes. How can a man know the affect of the drug habit on him, unless he knows the effects that the drug is likely to cause? As in the case of tobacco and alcohol. Or how can a woman know the effect of dress and diet on her unless she knows the affect it should have on her? Man has eaten of the fruit of the tree of knowledge, and the first effects of knowledge have always been to disturb conditions that have previously been determined by habit and instinct.

The whole eugenic movement is in the direction of scientific training, and numerous popular readings and lecture courses, having for their object the instruction of mothers in the care and training of their children, may be re-

garded as the beginning of a new type of education.

Eugenics is the science of being well-born. Esthetic feelings, admiration and love are not destroyed by scientific analysis of their objects. In general, it is a law of mind that the feelings are enriched and strengthened with every enlargement of the intelligence.

It has been claimed that eugenic marriages would destroy the romantic love, but the law of the mind proves different. In studying the history and life of Christ we find his father Joseph and his mother Mary were of Jewish families, possessing religious and moral training of the best. These four qualities, therefore, are the essential ideals of parenthood in the life of the race. Vitality, intelligence, technical efficiency and the spiritual virtues, morality and religion.

It is not the captains of industry, the politicians and rulers, the generals of armies, the professional men, the poets and artists, or any other class of men acting in the capacity of their craft that have laid the foundations of States and empires. But it is the Fathers and Mothers.

WE should have a society that could say as the Roman matron: "These are my jewels. He that hath a wife and children, hath given hostages to fortune."

Let us consider the degenerate results:

1st. The advance in the healing art, insofar as the saving and prolongation of life are concerned, suspends the law of natural selection and permits the weak to propagate their kind.

2nd. The present civilization stimulates the intellectual and nervous system to such an extent as to injure the physical powers and favor sterility.

3rd. The social, commercial and manufacturing phases of our civilization favor indoor and inactive modes of life, which are detrimental to successful physical development, and inheritance propagates the depreciated life force.

4th. The self-supporting women with their decreased rate of marriages, exhaustion of vital powers of women in

nerve-taxing occupations, make them much less fitted for mothers.

The history and fate of every living creature is determined by two factors: Heredity and Environment.

No environment will form a brain which owing to hereditary effects has never been properly formed. Scarcely any environment short of infection by gross disease will utterly destroy a stock of the highest order. It is an exception if the toper lives to be a centenarian. By studying our own heredity we can find out our morbid inherent tendencies and may be able to guide our lives for our protection.

Heredity is usually defined as the law that accounts for the production of offspring like the ancestors. Dr. Couthy of London refers to scripture and says you can not "grow grapes from thorns or figs from thistles"—also "The sins of the fathers are visited on the children, even unto the third and fourth generations." The first quotation indicates true heredity and the second contains the idea of the transmission of acquired characters.

THE statement that all men are equal implies a profound ignorance of heredity, as well as physiology and pathology. Oliver Wendell Holmes said that if you want to make a scholar out of a child, its training should begin 200 years before it is born.

A striking illustration of hereditary influence was brought to light some years ago in our State in the history of the Jukes family, extending back six generations, when from one degenerate woman nearly 1,000 persons by birth became paupers or criminals and cost the State \$1,250,000 to maintain.

In attempting to ascertain everything that has formerly contributed to making paupers, criminals or lunatics, we must not only take into account their own agency, but must consider well the nature and amount of capital, which they had to start with in life.

Dr. Kerley emphasizes the fact that both heredity and environment exert their influences over the individual, but

believes that environment, which often means opportunity, has relegated heredity to the background.

Certain diseases of course may be, and some unquestionably are, transmitted. He says, "Given an ideal heredity for a child, place him under unfavorable conditions of environment and his favorable heritage counts for little."

Feeding, care, and general good management shape his physical future much more than does inheritance. In proof of supposed inherited mental traits, the offspring of criminals or drunkards are pointed out as showing how they follow in their father's foot-steps. It must be admitted that here the hereditary influence is bad, but one should remember that their environment is also bad.

Mental traits much more than physical are apt to have an influence on the future.

Brilliant fathers rarely transmit their higher mental powers to their offspring, as is proved again and again in the professional and business world.

One should remember that children readily acquire habits, good or bad. On the whole, it is easy to see that it is necessary to begin as far back as the parents at least, for the child's education.

Our first task is to teach the public at large that acquired characters are not transmittable. Education, sanitation, and the rest are but the giving or withholding of opportunity. We may not choose our parents, but we may choose our parents-in-law.

As intelligent beings we should have foresight in the provident use of the racial instinct. In all educational systems we have erased this providence.

Our disastrous prudery makes us almost ignore racial instinct, leaving often to time and chance and the devil the consequences which may ensue, when like a thunderbolt it strikes the boy or girl.

THE time must nearly be at hand, however, when eugenic education will be regarded as the crowning task of teachers, the goal toward which all other education should lead.

Healthy people morally, mentally and physically owe a duty to the future by keeping themselves free from harmful agencies, and to pass on the immortal life so kept. On the other hand it should be accounted a crime to pass on to the future a life poisoned by narcotics, or other poisons such as alcohol, tobacco or any vital disease.

Alcohol is probably the greatest of all breeders of crime and disease, degeneracy and poverty.

It not only robs the nation of an enormous amount of wealth; but in return it contributes nothing to its strength.

Children of alcoholic descent have weakened constitutions and cannot well withstand disease. They in turn frequently have a desire for alcohol or they are likely to go to extremes in the use of various things such as coffee, tea, tobacco, alcohol and various drugs. Children of drinking parents form a large per cent. of criminals, paupers and inmates of insane asylums. They generally are more morally weak than other children.

Alcohol is a narcotic and not a stimulant, producing a dulling effect on the cells and tissues of the body. At first it seems to stimulate, but later produces a loss of control of will power.

The blood vessels of the skin become dilated and the body seems warm, but there is actually loss of heat by radiation. It causes loss of muscular strength and leads to fatigue. From the fact that it decreases the body's power to resist disease it is bad in typhoid fever, tuberculosis, and, as is known, alcoholics who get pneumonia seldom recover. Experiments prove that the nerve cells of the brain and spinal cord are permanently injured by the excessive use of alcohol.

Alcoholism is a factor in producing neurotic children and lack of vigor and nervous stability. It produces backward and feeble-minded children of different grades.

WE will now consider the hereditary influence towards conditions and diseases. First we will mention adenoids. There is supposed to be a lym-

phatic diathesis which predisposes to adenoids. This is a very common condition and one of the most important in connection with a child's health. Too little attention is given to it by parents. Frequently you hear doctors say we will wait and see if the child outgrows it.

Adenoids is a mass of tissue in the back and upper part of the throat, sometimes called a vegetation, growing large enough to obstruct the nasal passages and to produce a deformity of the face. It makes it necessary for the child to breathe through the mouth which is kept open, and causes snoring in sleep.

Nasal catarrh is also produced and catarrh of the middle ear, interfering with hearing. It sometimes helps to cause mastoiditis. In some cases the bridge of the nose is swollen, interfering with expiration, also a high barrow palate may be found. The teeth will be irregular and projecting, the upper jaw poorly developed, and chin prominent. These cases are subject to sore throat and easily develop tonsilitis and diphtheria. They have thick, woody voices and dull expression of face.

Some of the conditions caused by adenoids are stooping shoulders and flat chest, due to an unconscious bending forward to make an effort to breathe, sore eyes, nose bleeding, swollen glands of the neck, indigestion, nervous disorders, headaches, restlessness at night, nervous twinges, grinding teeth, and poor nutrition, including rickets and anemia. There is danger of becoming infected with tuberculosis. Defective speech (stuttering) is often observed. There is frequently mental weakness.

Dr. Ayres reports that among 3304 New York school children examined there were: Dull, 407; bright, 309; normal, 2588.

The offspring of tubercular parents are often susceptible to tuberculosis, and frequently contract the disease. It is today found to be a contagious disease due to a germ.

ENVIRONMENT.—We will now consider the collective influences acting externally upon any organism—the

surroundings. The *character* of any living thing is determined by two factors, heredity and environment. Or as it was called in olden times, character and circumstances. Environment, or as some say education, is the "bringing up."

Galton says, however, more depends upon the heredity than upon the environment. Education can educate only what heredity gives. Men are not born equal but unequal. You may polish pewter, but after all it will not become or even look like silver. And yet, Wadsworth said: "What one is, why may not millions be?"

John Ruskin said: "There is as yet no ascertained limit to the nobleness of person and mind which the human creature may attain, by persevering observance of the laws of God respecting its birth and training.

Herbert Spencer said: "What now characterizes the exceptionally high may be expected eventually to characterize all. For that which the best human nature is capable of, is within the reach of human nature at large."

Poor environment causes poor mental development.

The environmental conditions of delinquents held for courts at the House of Detention, are found to be bad in a large majority of the cases. Most of these cases are found to be mentally deficient. The average delinquent child comes from a poor home, a house of five rooms, a family of five children; the parents are unable to read and write; the father has an irregular home-absenting or laboring occupation, and both parents often have vicious habits.

The child reared in an atmosphere of culture and refinement is far above the average mentality for his age.

When a father dies, we foolishly ask what he left his children—meaning money. Not thinking of the real inheritance that he did or did not leave them, which oft-times means more to the child than money. "Wherefore by your fruits, ye shall know them."

We owe it to our children to give them a good inheritance—physically, mentally, morally. What are you doing for yours?

Campaign for Pure Butter

National Fight to Protect the Housewives

By DAVID J. HICKEY

Staff Member at National Headquarters of Housewives League



HE campaign for better butter is making excellent progress. All that can, to further the interests of this great movement, is being done. The aid of the various State Boards of Health is being sought together with that of the Federal Government. Lectures are being given before the different branches of the League, articles are being written for the press and the numerous dairy journals, in fact, the fight against unsafe butter is progressing quite in advance of our expectations.

Our National President spoke at a meeting at the headquarters lecture room on November third in connection with the Better Butter campaign. The

following resumé of her remarks will help the members of the League to keep apace with the work that is being done in the campaign.

"It would be an entirely unnecessary waste of your time to review in detail all the work that has been done to secure a decent milk supply for the people in the United States. To summarize briefly: First, we have a fairly good inspection of the barns and dairies where milk for drinking purposes is produced; second, we have the process of pasteurization, more or less in use, which safeguards the consumer against the danger in some of our milk; third, we have the local Board of Health, which makes certain routine examina-



GERM INFECTED BUTTER GETS ITS START IN SUCH PLACES AS THIS



DANGEROUS METHOD OF POURING MILK FROM CANS IN UNSANITARY SURROUNDINGS

tions of the milk sold within the limits of their several boundaries.

"On the other hand, the cream, which may be used in the production of butter, may be produced and marketed under unsanitary and unsafe conditions at times, and is not subject to any particular inspection by either the local or State authorities. It is not uncommonly received at the centralizing stations in an almost putrid condition. The good and bad creams are mixed at the creameries so that one batch of unsafe cream may contaminate a thousand gallons of clean cream.

THE Federal Government places inspectors at many of our food producing factories, but there are no inspectors at the centralizers to protect the public against the cream infected with bovine tuberculosis, infectious abortion or the germs of sceptic sore throat.

Remember these three points: First, no adequate inspection of the places where the cream is grown; second, no inspection of the cream at the centralizers; third, no inspection of the finished product, the butter.

The importance of the extent and dangers of bovine tuberculosis cannot be underestimated. Dr. E. C. Schroeder, of the Bureau of Animal Industry,

makes the following statement in the Hygienic Laboratory Bulletin No. 56, pp. 549, 550:

"In the District of Columbia about 17 per cent. of the cows tested with tuberculin reacted, and in the State of New York the figure among those tested is about 30 per cent. . . . The writer has personally tested a large number of dairy herds in widely different localities and in all his tests did not have the good fortune to find a single herd entirely free from tuberculosis. . . . From the figures and estimates that are available it seems fair to conclude that not less than 20 per cent. of our dairy cows are tuberculous and that tuberculosis occurs to some extent in about 30 per cent. of our dairy herds."

Dr. Schroeder again says on p. 539 of the same bulletin No. 56:

" . . . Cream obtained from tuberculous milk contains, measure for measure, more tubercule bacilli than the milk. Cream is the material from which butter is made and that butter made from infected cream has the infection transferred to it was proven by repeated-making butter from infected cream and testing it."

DR. Milton J. Rosenau of the Department of Hygiene at the Harvard Medical School, in his monograph on the Market Butter of Boston, says that of twenty-one samples examined for the presence of the tubercule bacilli $9\frac{1}{2}$ per cent. contained the living organism. See

The Journal of Medical Research, Vol. XXX., No. 1. New Series Vol. 25, No. 1, pp. 69-85, March, 1914.

Dr. Schroeder tells on pp. 548-549 of *The Hygienic Laboratory Bulletin* No. 56 of a series of experiments on four healthy hogs which were fed 1 ounce of infected butter daily for a term of thirty days. Several months after the feeding of the butter had been discontinued, the hogs were killed and examination of the carcass showed that *three of the four hogs had generalized tuberculosis*. Dr. Schroeder says on pp. 549 of *Hygienic*

Laboratory Bulletin No. 56, in referring to the foregoing experiment,

"More direct evidence to prove that tuberculosis is contracted from infected food and more direct evidence to prove that tubercle bacilli remain alive and virulent a quarter of a year in ordinary butter would be difficult to obtain."

Our own investigations have proven the presence of thousands of bacilli of several varieties. The following table is the result of three of the examinations of ordinary market butter:

Total living organisms {	Molds...	500	59,500	13,500	7,000	35,500
	Bacteria.	415,500	70,000	240,000	3,978,500	5,887,500
Acid Producers.....		415,500	67,500	239,500	3,975,000	5,887,500
B. Coli.....	None	2,500	None	None	100	250
Streptococci, Gram.....	None	None	None	None	None	None
Streptococci, Gram.....	None	None	None	None	None	None
Staphylococci, Gram.....	7,500	None	10,000	7,500	10,000	
Liquefiers, slow.....	None	2,500	None	3,500	None	None
Unidentified.....	None	None	500	None	None	None

Growth on litmus-lactose-gelatin, 1.2.

I could go on for an almost endless time repeating experiments proving that butter made from unsanitary cream may be a menace to the public health, but the facts of the foregoing paragraphs will speak for themselves if one cares to think them over carefully.

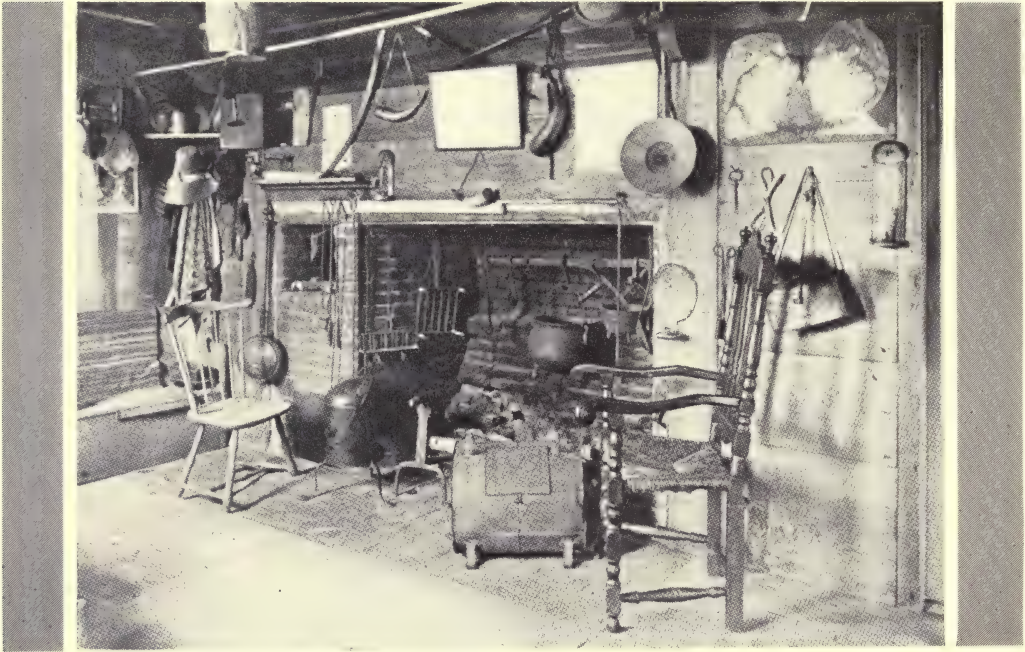
Cleanliness at the places of production of the cream and at the creameries, or the pasteurization of the cream before the butter is made, would eliminate the danger. What are *you* going to do about it?

BUREAU OF CHEMISTRY INVESTIGATES ARTIFICIAL COLORING

THE bureau has given careful consideration to the use of artificial color in macaroni, spaghetti, vermicelli, noodles, and similar alimentary pastes.

According to the provisions of section 7, subdivision 4, in the case of food, of the Food and Drugs Act, a food product is adulterated if it be mixed, colored, powdered, coated, or stained in a manner whereby inferiority is concealed.

The question as to whether damage or inferiority is concealed is one of fact to be determined in the case of each food product which is artificially colored. It is the opinion of the bureau that the addition of artificial color to alimentary pastes as usually practiced results in concealing inferiority and that this form of adulteration can not be corrected by the declaration of the artificial color.



THE OLD-FASHIONED AMERICAN HOME WHEN THE HOUSEWIVES WERE THE PRODUCERS

Nation Aroused by Campaign for Clean Flour

RECENTLY the manager of one of the largest department stores in Greater New York was approached on the subject of handling flour in the sanitary bag. At first he was inclined to be skeptical as to the practicability of paper bags as flour containers, but finally agreed to "try out" a small shipment of paper bag flour for himself. Two weeks later the League representative called to get the results of that experiment. The shipping, receiving and complaint departments were interviewed and they were unanimous in their praise of this container. Hereafter all the flour handled by this store will be in sanitary sacks. This is only one of many firms who have come out strongly in their endorsement of the "Woman's Campaign for Clean Flour." These are the things

which are encouraging us to greater effort. To off-set this the one great discouraging element in our work is the seeming lack of interest among some of our League members. In sections where our League is strongest there is the least demand on the part of the consumer for flour in sanitary sacks. NOW is the time to remember that there is a Campaign for Clean Flour being waged and NOW is the time for you to order your flour in a sanitary bag. We need your whole-hearted support and we must have it in order to secure permanent success. Drop your indifference and let the grocers see that you are in earnest to get clean flour.

Don't rest until every member of your group is pledged to buy her flour in paper or paper-lined sacks.

Lessons in Cooking

These Lectures are Given Daily at the National Headquarters of the Housewives League in New York by the Leading Experts

Under Supervision of MISS EDITH DESHLER

National Vice-President, Housewives League



OUR Domestic Science Course this month consists of a most valuable collection of economical recipes. We thus secure the benefit in these pages of the expert advices direct from the National Headquarters of the Housewives League.

An Attractive Well-Balanced Luncheon

One is apt to feel that no meal is complete unless meat in some form is served. But many combinations are possible whereby the proper amount of nourishment can be obtained without the use of meat. Besides being less expensive, a meal, once in a while, in which other foods are substituted for meat, lends the interest and variety to the menu that housewives are constantly striving to obtain.

Eggs and cheese are both rich in the constituents that make meat a valuable food, and when these are served with a dish which will lend a sharp, distinctive flavor, and a simple dessert is added, the meal is at once well-balanced and palatable.



A luncheon which combines the essentials of nourishment with desirable flavor might consist of the following:

Cheese soufflé	Baked tomato toast
Bread and butter	Celery
Preserved peaches	Small cakes

Recipe for Cheese Soufflé

1 cupful stale bread crumbs.
 1/2 cupful milk.
 1/4 lb. American cheese.
 1/2 teaspoonful salt.
 1/8 teaspoonful pepper.
 3 tablespoonfuls butter.
 3 eggs.

Mix the bread crumbs and milk. Cut the cheese into small pieces and add to bread and milk. Add butter, melted, and seasoning. Separate the eggs. Mix the yolk thoroughly with the cheese mixture and beat the whites very stiff. Then fold the whites into the mixture, pile lightly into buttered baking dish and bake for twenty minutes in a moderately hot oven.

Cheese soufflé is especially attractive if served in individual ramekins. It should be baked in the same dish in which it is sent to the table and should be served immediately upon being taken from the oven, as it falls very soon after it begins to cool.

If one is not certain as to the exact time when the soufflé is to be served, it is better to let the mixture stand before baking until exactly twenty minutes before it will be needed than to let it stand after it is baked, as it will surely fall if allowed to stand very long after it is done.

Recipe for Baked Tomato Toast

Three slices toast.
 1 cupful hot milk.
 1/8 teaspoonful salt.
 Stewed or sliced tomatoes.

Butter the toast and dip into the hot milk to which the salt has been added. Cut the slices of toast into quarters and place a layer of toast in the bottom of a buttered baking dish. Spread over the toast a layer of tomatoes, then add another layer of toast, so continuing until the dish is filled, leaving a layer of tomato on top. Bake from ten to twenty minutes, depending upon the depth of the mixture in the dish. This mixture is also good when served in individual ramekins.

WE will now take a lesson in the making of cookies. There is nothing more popular among all folk in all stations of life than cookies. From childhood to old age the cookie is one of our best friends—a friend that is always welcome.

Cookie dough is one of the easiest doughs to handle, the chief difficulty being the danger of working too much flour into the mixture, thus making the cookies tough and tasteless.

One recipe can be used as a basis for a great many kinds of cookies. The thin, cracker-like cookies are made by decreasing the proportion of shortening in the mixture and rolling the dough thin.

Soft, moist cookies are made by using a rich dough. Currants, raisins, nuts, anise seed and various flavorings can be worked into the dough to make a varied assortment of cookies.



Cookies can be made rich or plain by varying the number of eggs. When extra eggs are added, the amount of milk should be reduced. Water may be used instead of milk to make a plain, inexpensive cookie.

In rolling out the cookie mixture it is sometimes difficult to avoid getting the dough too stiff. This can be prevented by using as little flour as possible and handling the dough lightly. Do not press down heavily on the roller.

The baking of cookies is not nearly so difficult a matter as is the baking of cake. They should bake in a hot oven for about ten minutes. Always start the cookies baking on the bottom grate in the oven and move them to the top grate to brown a few minutes before removing from the stove.

Recipe for Plain Cookies

- ½ cupful butter.
- 1 cupful sugar
- 1 egg.
- 1 cupful milk.
- 1 teaspoonful vanilla.
- ½ teaspoonful salt.
- 4 teaspoonfuls baking powder.
- 2½ or 3 cupfuls flour
- 1 teaspoonful vanilla.

Cream the butter and sugar together till thoroughly mixed and smooth. Stir in the egg without beating and add milk. Mix the baking powder with one cupful of flour and stir into the mixture. Add flavoring. Then add the rest of the flour gradually, mixing it very thoroughly into the dough. Continue adding flour until the dough is stiff enough to handle on a board. Roll out on a floured board, cut into shapes, place in buttered pan and bake for ten minutes in a quick oven.

Recipe for Peanut Cookies

Add chopped peanuts to the dough and roll and bake as above.

Recipe for Fruit Cookies

Work currants, raisins or citron into the dough and roll out as above. Or, place a piece of the fruit on top of each cookie just before putting them into the oven.

Recipe for Sand Tarts

Cut the cookies into diamond shapes, sprinkle the tops with sugar and cinnamon and bake.

Recipe for Cinnamon Cookies

Add a little cinnamon to the dough, mix thoroughly, roll and bake.

Recipe for Soft Molasses Cookies

- ¼ cupful sugar.
- ½ cupful shortening.
- 1 cupful sour milk.
- 1 cupful molasses.
- 1½ teaspoonful soda.
- 1 teaspoonful salt.
- 1 teaspoonful ginger.
- 1 teaspoonful allspice.
- 2 to 3 cupfuls flour.

Cream the butter and sugar and add the sour milk. Mix the salt, ginger, allspice and two cupfuls flour together. Mix the soda and molasses and pour it into the milk and sugar mixture. Add the flour, beat thoroughly, then add the rest of the flour gradually until the dough is stiff enough to roll. Roll cookies about one-fourth of an inch thick and bake in a quick oven for about twelve minutes.

THIS lesson in cake making will be highly valued by every Housewife from Maine to California. Wherever we may live—in any part of this vast country—we can gather around these recipes like a happy family.

The novice in the art of cake making usually finds that the baking is the rock upon which she flounders in her efforts to produce a perfect cake. It is comparatively easy to combine materials according to a given recipe, but it is quite another matter to learn how to regulate the heat at which the mixture should bake, for this depends upon such a variety of considerations that the only effectual guide which the cake-maker can follow is her own judgment, based upon her past experience.



There are a few general rules for the baking of cake, however, that may serve as a guide to help the beginner over the rough places until she has acquired enough experience to make her own rules.

It is safer for one who is not experienced in the making of cake to start with the small, individual cakes or with layer cake, and to leave the loaf cake till she has had more practice in regulating her oven for cake. The deeper the cake the more difficulty will she experience in getting it baked uniformly.

If the ambitious beginner desires to make a loaf cake, however, there are certain directions that can be given to make success more certain. A loaf cake baked in a cake-form, in which the center of the bottom of the pan has been made to project up into the pan, presents fewer difficulties in the baking than the cake baked in a solid pan, such as a bread pan.

The reason for this is easy to understand. In the cake-form, more of the surface of the dough is exposed to the heat than in the solid pan and the cake, therefore, heats more uniformly. In the solid loaf, the outside of the cake is quite apt to become overdone before the centre is sufficiently heated. If the solid loaf is preferred, a shallow pan will make the baking easier than a deep pan.

Another factor which influences the baking of cake is the richness of the mixture. The richer the cake the more difficult it is to bake. The inexperienced woman, therefore, will do well to start her cake-making by using the plainer recipes.

The cake pans should be filled about two-thirds full. If they are filled higher than this, the cake is apt to rise too far above the top of the pan and to produce an uneven loaf.

Small, individual cakes should bake from fifteen to twenty minutes in a quick oven. Layer cakes need from twenty to twenty-five minutes. They must rise rapidly at first, and a firm crust should form on top in order to keep in the expanding gas which is set free from the baking powder as soon as the mixture begins to heat. After they have risen and have become firm, the heat can be reduced for a few minutes before they are removed from the oven. Loaf cake requires from half to three-quarters of an hour to bake, depending upon the depth of the mixture in the pan.



The inexperienced woman often has difficulty in making the layers of a cake even. The centre of the layer is apt to rise faster and higher than the sides, making it difficult to set the layers evenly, one upon the other. This can be guarded against in filling the cake pans, by piling the dough a little higher around the sides of the pan than in the middle, thus making a slight depression in the centre. The cake then usually bakes evenly. Sometimes one part of the oven is hotter than another part, causing the cake to rise unevenly. This can be remedied by turning the pans frequently after the dough has set. This is dangerous and should be done with extreme care to avoid shaking the cake, thus causing it to fall. If, after all these precautions are taken, the layers still are uneven, they can be evened after they are cool, by cutting off the portion with a sharp knife.

When the cake is done, it has shrunk slightly from the sides of the pan and is elastic to the touch. It can be tested by

pressing the finger on the surface of the cake. If the cake springs back, leaving no impression of the finger, it is ready to remove from the oven. If the impression of the finger is left in the cake, it is too soft and needs longer cooking.



There is a wide variety of choice in the ingredients that go to make up cake batter. If one wishes to make an inexpensive cake, one of the better class of butter substitutes can be used for shortening. Butterine is a pure and reliable substitute for butter and can be used to advantage in winter when the price of butter is high. Water is often used in place of milk, and one who has not tried this method of saving expense will be surprised at the similarity in taste in the cake made with milk, and that in which water is used.

Either granulated or powdered sugar can be used in making cake. The powdered sugar makes a cake of fine grain, but is not quite so sweet as that made of granulated sugar. Starch can be mixed with the flour to make a fine-grained cake. Of course, the recipe can be varied, ad infinitum, by the addition of nuts, fruits, spices, chocolate, etc.

Good General Recipe for Cake

A good, general recipe which can be used as a basis for any kind of cake (except the sponge cakes which do not require baking powder) is the following:

- 1/3 cupful shortening.
- 1 cupful sugar.
- 2 eggs.
- 3/4 cupful liquid.
- 1 3/4 cupful flour.
- 2 1/2 tablespoonfuls baking powder (level).
- 1 teaspoonful vanilla or other flavoring.

Sift the flour two or three times to make it lighter. Save out one-fourth cupful of flour to mix with the baking powder. Cream the butter and add the sugar gradually, stirring until the mixture is the consistency of thick cream. The more thoroughly the butter and sugar are blended, the finer will be the grain of the cake. Separate the eggs and beat the whites very stiff. Mix the yolks with the sugar and butter. Add

the liquid and flour alternately, stirring all the while. Then add vanilla and the baking powder, which has been mixed with a little flour. Fold in quickly the stiffly beaten whites of the eggs, pour into well-greased cake pans and place immediately in the oven.

In the addition of flour, one soon learns to use one's own judgment. If the eggs are large they raise the proportion of liquid in the mixture and more flour will be required. As a rule, it is well to use as little flour as possible, as a stiff dough tends to produce a tough cake. Salt may be added to the flour if the butter used is not salted.

Recipe for Gold Cake

The whites of the eggs are sometimes saved to make the icing, and the cake is made with the yolks only. The air which is beaten into the whites of the eggs is an important factor in making the cake rise, and if the whites are not used the lightness must be gained by the addition of more baking powder. Use one-fourth teaspoonful more baking powder when making yellow, or gold cake.

Recipe for Chocolate Cake

If it is desired to make a chocolate cake it will be necessary to cut down the amount of shortening used, in order to avoid making the mixture too rich. Two squares of melted chocolate, or four tablespoonfuls of cocoa dissolved in hot water, added to the recipe given above will make a fairly rich chocolate cake.

Recipe for Spice Cake

For spice cake add one-half teaspoonful allspice and one teaspoonful ground cinnamon. Spice cake is especially delicious if whipped cream is spread between the layers.

Recipe for Marble Cake

Color three-fourths of the cake dough with melted chocolate or a pure vegetable coloring and drop into the cake pan alternately with the white mixture.

What Are You Going to Have for Your Christmas Dinner

Simple Suggestions from the Housewives League Kitchen



THE old-time Christmas custom of loading the table with rich food and elaborately prepared dishes is fast disappearing, thanks to our more enlightened ideas of diet and the elements that go to make up a proper meal. The more we learn about the art of cookery and the science of feeding, the more simple do our meals become and the less time and more thought do we devote to their preparation.

Loud are the praises we hear of the good old times when, of a Christmas day, a dozen or more guests gathered around the festal board which groaned with good cheer. But the more we picture to ourselves the festive, groaning table and the happy, smiling guests, the more sharply defined becomes our vision of the hostess who has devoted many days before Christmas to the preparation of the viands she has placed before her guests and who has probably been



CHRISTMAS TABLE READY FOR THE HOLIDAY FAMILY REUNION

working steadily from early morning on Christmas day to bring the Christmas dinner up to its traditional level.

IN the good old days the housewife might certainly be pardoned if she overlooked the real significance of the Christmas season and viewed its approach with a feeling of dread rather than with a welcoming anticipation. The season was quite apt to mean for her an added burden to be borne cheerfully and willingly because tradition demanded it. She spent her whole day on Christmas in the kitchen, as a matter of course, her morning in preparing the dinner, her afternoon in clearing away after it—and her evening, oftentimes, in doctoring her children and guests to help them recover from the effects.

The modern Christmas dinner is decidedly better for the whole family from the standpoint of health and is surely less of a burden upon the housewife since in these days of pure and reliable products so many of the goodies she

spent days to prepare can be secured in our up-to-date markets ready for the table.

There is always an extra touch or two, of course, to celebrate the occasion, but the intelligent mother, nowadays, sees to it that the meal is comparatively simple and well-balanced so that her family need not suffer the after-effects of over-feeding.

THE menu suggested here is sufficiently elaborate and Christmasy to do justice to the occasion, but it is not calculated to upset the digestion of children and over-tired adults.

	Soup		
Olives	Roast Turkey		Celery
	Giblet Sauce		
Baked potatoes		Mashed turnips	
Boiled sweet potatoes		Boiled onions	
	Cranberry sauce		
	Lettuce salad—French dressing		
Mince pie	Apple pie	Pumpkin pie	
	Demi tasse		
Fruit			Nuts

THINGS WORTH KNOWING FOR THE HOUSEWIVES

Brazil supplies about 80 per cent. of the coffee consumed in this country.

* * *

In a court decision it is stated that "middlings" is the coarse flour and fine bran separated from fine flour and coarse bran, and that Cream of Wheat is no more than purified middlings.

* * *

Hams lose in weight when kept long, and therefore, should be purchased in small quantities.

* * *

The best way of preparing coffee for the cup is to grind it to the fineness of flour and pour boiling water over the coffee while it is suspended over an earthen pot in a clean, wet piece of unbleached muslin, letting the muslin sag in the middle.

Properly made, coffee should yield in the cup 40 per cent. of soluble matter, but ordinarily only from 10 to 15 per cent. is extracted.

* * *

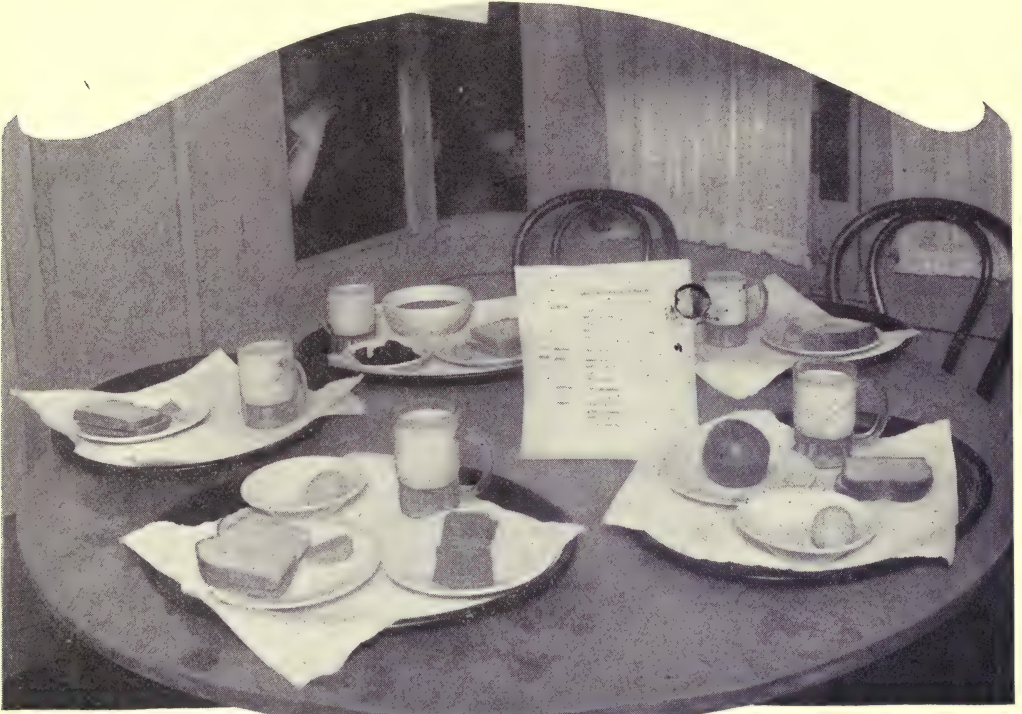
Teas are divided into three primary classes—fermented, unfermented and semi-fermented. Black teas are fermented, green teas unfermented and oolongs semi-fermented.

* * *

All vinegar should be kept from the air, from too strong light and severe cold, otherwise it will deteriorate.

* * *

More power to the Housewives' League, which is doing so much to raise standards of storekeeping in the grocery trade and thus put more money in grocers' pockets.—*Ideal Grocer*.



MODEL DAY'S MENU FOR CHILD OF FIVE YEARS
Breakfast—Mid morning luncheon—Dinner—Mid afternoon luncheon—Supper

Food for School Children

What is Best for the Physical and Mental Development of Our
Little Men and Women

By FRANCES WELD BARROWS

Associate Editor of Housewives League Magazine



ANY a mother, who fancies she is providing her children with all the nourishment they need when she furnishes plenty of food for them to eat, would be surprised to learn how far from the mark she really falls. In most families the question of the balance of foods, although it is one of the most important phases of the housewife's problem, takes second place to such considerations as the amount of food pro-

vided and the catering to individual tastes.

The practically impoverished condition in which many children are sent to school bears witness to the fact that mothers do not as a rule realize that it is *what* their children eat that is important rather than *how much* they eat. The child who is sent to school each day after an abundant breakfast or lunch may be as badly off, so far as nourishment is concerned, as the child who actually suffers for the lack of a mouthful.

NORMAL children are almost constantly on the alert. They spend the day learning new things, receiving new impressions and gaining new experiences, and they are continually exhausting their energies, both mental and bodily. For this reason they stand in constant need of foods that will supply a large amount of energy and that keep the muscles and tissues of the body built up. The majority of children who are sent to school in the morning have

important to remember first that school boys and girls must have food that is easy to digest. An indigestible meal calls for the expenditure of a large amount of extra energy which is needed for other things. The diet should be varied enough to avoid monotony but should remain simple and well-balanced.

FRUIT is a necessity in the diet. Acid fruits, such as oranges, are particularly good fruits with which to start the



NOURISHING DINNERS FOR CHILDREN OF TWELVE YEARS

The dinner on left is for active boy. The dinner on right is for girl, with fruit and milk substituted for pie and cocoa

had a breakfast of some sort, but this does not mean necessarily that they have received the kind of food that fits them for their day's activities. In fact, the case has been found to be quite the opposite in many instances. It is estimated that out of a total of 14,107,413 children in the schools of this country, 747,693 come to school improperly nourished.

In planning the diet of a child it is

child's day. Prunes, apples, bananas and other laxative fruits should appear frequently in the child's diet.

MEATS in large quantities can well be omitted from the diet of children. Eggs, cereals and thick, nourishing soups make up the bulk of the diet. Milk is a valuable food for all young folks. It can be served to advantage

Illustrations and charts in this article are from Exhibits at the People's Kitchen in New York—Loaned by Mrs. EDWARD F. BROWN, Secretary of Committee on Public Kitchens of the New York Association for Improving the Condition of the Poor.

three times a day, and if the children show a tendency to tire of plain milk, it can be varied by the addition of cocoa or malted milk.

BREAD, of course, is a stand-by in the meals of a child. This applies to the home-made variety of bread, for the aerated product, made with much water and as little flour as possible, which sometimes comes from the baker, is of little use in providing real nourishment. Graham crackers served in place of bread once in a while make a welcome

only when the body is insufficiently nourished that sweet is required to supply the deficiency in the diet.

An important point that is often overlooked by mothers in their eagerness to get the children off to school on time is that a hurriedly eaten meal gives about half as much nourishment as one that is properly chewed. It is better to give the children less and see that they eat it slowly and thus derive the full benefit from the food, than to serve them with large portions that are "swallowed whole."

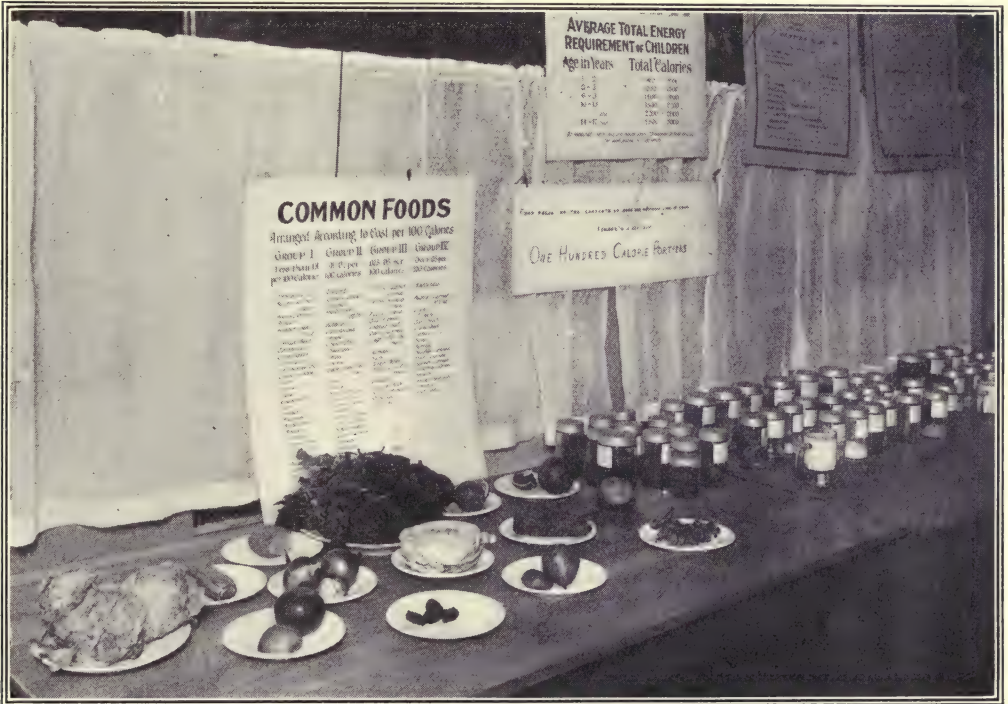


EXHIBIT OF COMMON FOODS EACH OF WHICH IS EQUAL TO 100 CALORIES.

change and are always relished by the children. Hot breads have no place in the diet of school children as they are not easily digested.

DSSERTS and sweets, although coveted by most children, are best left out of their diet. It is a significant fact that when the system is completely nourished, it does not crave sweets. It is

The common method of allowing a long time to elapse between meals is the cause of impaired health and vitality in many school children. It has been found an excellent plan to provide the children with a light lunch in the middle of both morning and afternoon. This plan enables the children to eat less at a time and gives them a short period of relaxation, for which they can do better work.

FOOD ALLOWANCE FOR ONE WEEK

FOR TWO ADULTS AND THREE CHILDREN OR ONE ADULT AND FIVE CHILDREN

<i>Food</i>	<i>Amount</i>	<i>Calories Per Lb.</i>	<i>Price</i>	<i>Portions Per Lb.</i>	<i>Calories Per Portion</i>	<i>Cost per Portion</i>
Chuck steak.....	2 lb.	702	.16 lb.	6	117	.026
Flank beef.....	2 lb.	1084	.16 lb.	8	135	.020
Codfish.....	1 lb.	515	.10 lb.	4	129	.025
Milk.....	14 qt.	314	.10 qt.	2	157	.025
Eggs.....	1 doz.	672	.27 doz.	6	112	.045
Butterine.....	1½ lb.	4082	.23 lb.	34	120	.006
Cheese.....	½ lb.	1994	.20 lb.	19	100	.011
Bread.....	12 lb. (10 loaves)	1174	.06 lb.	7	169	.008
Oatmeal.....	3 lb.	1611	.05 lb.	11	164	.004
Macaroni.....	1 lb.	1624	.06 lb.	12	135	.005
Rice.....	½ lb.	1591	.05 lb.	14	114	.004
Sugar.....	3½ lb.	1814	.06 lb.	18	109	.003
Beans.....	2 lb.	1564	.07 lb.	10	156	.007
Carrots.....	4 lb.	205	.025 lb.	3	68	.008
Onions.....	4 lb.	220	.025 lb.	3	73	.008
Potatoes.....	15 lb.	374	.015 lb.	3	124	.005
Tomatoes.....	1 lb.	103	.050 lb.	4	26	.012
Apples.....	4 lb.	214	.033 lb.	2	107	.016
Prunes.....	2 lb.	1161	.070 lb.	6	193	.011
Dates.....	1 lb.	1416	.10 lb.	8	177	.012
Cocoa.....	½ lb.	1128	.25 lb.	32	35	.008
Tea.....	¼ lb.008
Coffee.....	½ lb.

SUBSTITUTES—EQUIVALENT FOOD VALUES

Cereals—Cornmeal, oatmeal, hominy, cracked wheat.

Beans—Split peas, Lima beans, lentils.

Prunes—Raisins, dates, dried apricots, dried peaches, dried and fresh apples.

Carrots—Spinach, beets, string beans, cabbage.

Beef } Breast or neck of mutton, beef heart.
Chuck }

EXPLANATION OF COSTS AND FOOD VALUES ON CHART

This chart has been arranged by experts at the People's Kitchen in New York. It is the result of exhaustive investigations for the purpose of ascertaining exact food values with estimates of cost and nutrition. It will be noted that a person can be well fed on about twenty-seven cents a day in family groups, or about \$1.35 a day for a family of five. This means an average of \$1.89 per person for a week's wholesome food. The cost of living depends largely upon knowledge of food values, intelligent buying, and economy in preparation of the meals. The foregoing chart should be studied by every housewife. It is intended for the families that live on moderate wages but is valuable as a basis of calculation for every home.

FOR a child of four or five years, eggs, bread and butter, fruit and milk should form the greater part of the diet. Breakfast for such a child might consist of an orange, a soft cooked egg, cereal, bread and milk. At ten o'clock he should stop his activities long enough to eat slowly one or two slices of bread and butter. At noon, a thick vegetable soup, bread and butter and a dish of prunes is ample. This can be reinforced during the afternoon by bread and butter and a glass of milk. Poached egg, for supper, bread and butter, milk and graham crackers end the day.

An older child will need a heavier dinner than this at noon. Baked beans may be substituted for the soup in the above suggested dinner to provide more nourishment, and cocoa, in place of milk, will add a little solidity.

A WELL-BALANCED dinner for an older child, who is leading an active

life, might consist of roast beef, potatoes, bread and butter, and pie. This meal, when served in moderate portions, supplies one thousand calories. A child twelve years old requires approximately 2,250 calories a day. A somewhat less heavy meal than this could be served by substituting milk for cocoa, eliminating the pie and using vegetable soup and a lighter meat, in place of roast beef.

ANY one of the menus suggested above can be used as a model and varied by the substitution of different dishes having the same food value. For instance, instead of beans, serve split peas or lima beans or lentils, from time to time. Prunes may give place to raisins, dates, apples and dried apricots and peaches. Breast or neck of mutton or beef heart may take the place of roast beef. Corn meal, oatmeal, hominy and cracked wheat are equally valuable cereals and can be used interchangeably.

SCHOOL CHILDREN'S MENUS—WELL BALANCED MEALS

DINNER

	<i>Calories</i>
Baked beans.....	348
Bread.....	200
Butter.....	100
Stewed prunes.....	200
Milk.....	150
Total.....	998

DINNER

	<i>Calories</i>
Baked beans.....	348
Bread.....	200
Butter.....	100
Grapes.....	175
Cocoa.....	100
Total.....	923

DINNER

	<i>Calories</i>
Vegetable soup.....	95
Ham.....	225
Potato salad.....	175
Bread.....	200
Butter.....	100
Milk.....	150
Total.....	945

DINNER

	<i>Calories</i>
Roast beef.....	200
Potatoes.....	200
Bread.....	200
Butter.....	100
Pie.....	200
Cocoa.....	100
Total.....	1,000

MEALS FOR A CHILD 4-5 YEARS OLD

Breakfast:—

Orange
Soft cooked egg
Cereal
Bread
Milk

10 A.M. Luncheon:—Bread and butter

12 M. Dinner:—

Vegetable soup
Bread and butter
Milk
Stewed prunes

Luncheon:—

Bread and butter
Milk

Supper:—

Poached egg
Bread and butter
Milk
Graham crackers

The Junior Housewife



Teaching Our Daughters

Department Conducted By MISS EMMA BOSSONG

Domestic Scientist at National Headquarters

THESE lessons in cooking are the result of careful scientific experiments in the kitchen of the Housewives League at the National Headquarters in New York.

A class in Domestic Science is conducted every Saturday morning by Miss Emma Bossong, one of the leading Domestic Scientists in this country.

This valuable instruction is educating the future housewife in the business of housekeeping, and here they learn that it is done with the head as well as the hands.

This movement for the uplift of the home is growing rapidly throughout the country. Everywhere girls' clubs are forming and it means wonderful progress along the lines of home economics. Girls should learn the value of good sanitary housekeeping: how to buy to the best advantage; the science of balanced menus; and how to prepare and how to serve them and not least, by any means, to love housekeeping. Then the young wife who steps helplessly into her new home will be a thing of the past.

"Not like mother used to make" will no longer crown the efforts of the bride when she has prepared the first meal. To be a real partner in the business of housekeeping the wife should be an intelligent dispenser of the family income. This is just as important in the home as in any business that was ever conducted.

THE JUNIOR HOUSEWIVES LEAGUE

THERE are many people who seem to think that it is impossible to serve rolls and biscuits without first going through all the long processes of making a bread dough with all the trouble that it involves—letting it rise a couple of times, kneading it and then baking it for a whole hour. It is not surprising that these people do not feel that they can have rolls and buns very often, for they do not usually have time to go through the tedious process of making bread except once in a while. They have an idea that they can serve rolls only when they have been making bread and have made some of the bread dough into biscuits.

But if one has once learned the art of mixing up the quick rolls that are made with baking powder and egg, she finds that she can make rolls in a very short time that are just as good and as wholesome as those made from the bread dough. Many girls could probably help their mothers very materially by learning to stir up a bread mixture in a hurry, so that their mothers would not find it necessary to make bread so often.

The chief trouble a girl will have in learning how to make rolls is to acquire the knack of making them tender and light, for this is something that must be gained by experience. Tough rolls are

caused by handling the dough too much and working too much flour into them. It is not an easy matter to avoid using a great deal of flour when the dough is sticky and one is not accustomed to handling the dough so quickly and lightly that it does not have a chance to stick to the board.

That is something that can be learned, however, and until you have become proficient in the art of whisking the dough into shape and getting it into the oven in a hurry, it will help you to remember a few rules about rolling out the dough.

First, do not try to handle all the dough at once. Cut off a portion and set aside on one corner of the board, which has, of course, been floured. Touch the dough with the hands as little as possible. Toss it lightly around in the flour, using a knife, not your hands.

Try to handle the dough in such a manner that while the outside is stiff and floured enough to keep from sticking to the board, the center remains soft and moist. This will make the biscuits tender and light. When rolling out the dough, press on the rolling pin just as lightly as possible, and roll the dough only enough to get it into condition to cut into shapes. In lifting the dough, use a spatula or knife, whenever possible.

Remember always that the less the dough is handled the more tender it will be. You can make many different kinds of rolls from the same recipe by adding different ingredients and even by forming into different shapes. And you can make assorted rolls out of one batch of dough, by adding currants to one portion, making Parker House rolls out of another portion, cinnamon rolls out of another, and so on.

EGG ROLLS

EGG rolls are always known by their shape. They are cut into oblong shapes and creased in the middle, crosswise, so that when they are baked they have puffed up on each side and there is a deep ridge in the middle. They are very dainty and attractive to serve for luncheon.

Egg rolls are made as follows:

- 2 cupfuls flour
- 4 teaspoonfuls baking powder
- 1 teaspoonful salt
- 3 tablespoonfuls butter or fat
- 1 egg
- 1 tablespoonful sugar
- $\frac{3}{4}$ cupful milk.

Sift the flour, salt and baking powder together. Add sugar and butter and mix thoroughly. Stir the milk and egg together, putting aside one tablespoonful of the egg for the top of the rolls. Add the milk and egg gradually. Roll out on a floured board and cut into two-inch lengths. Make a crease across the middle of each roll by pressing down the handle of a knife into the dough, brush over with the egg, place rolls in a greased pan and bake for fifteen minutes.

PARKER HOUSE ROLLS

Parker House rolls are sometimes called pocket book rolls, because they are folded over in much the same way as a pocket book folds. These are usually served for dinner, although they are very good for breakfast, also.

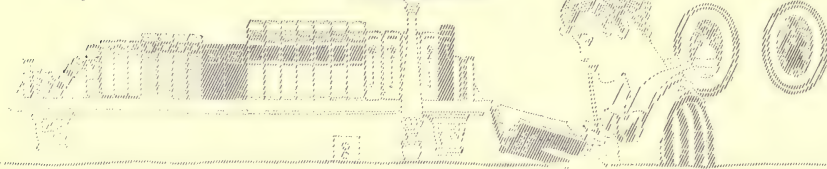
- 2 cupfuls flour
- 4 teaspoonfuls baking powder
- 1 tablespoonful sugar
- $\frac{1}{2}$ teaspoonful salt
- 3 tablespoonfuls butter or fat
- $\frac{3}{4}$ cupful milk.

Sift the flour, salt and baking powder together, add the butter and mix thoroughly. Then add the milk gradually. When well mixed, turn onto a floured board, roll out one-fourth of an inch thick and cut with a large biscuit cutter. Make a crease in the center of each round, spread with melted butter and fold one edge over onto the other, pressing the edges together. Place in greased pans and bake in a quick oven for twenty minutes.

CURRENT BUNS

These are made by making the biscuit mixture a little sweeter than for egg rolls and working currants into the dough. Sometimes an extra egg yolk is added to currant buns to make them richer. They are used for tea and light luncheons.

The Housewife's Book Shelf



CARE OF THE GROWING CHILD

The Health-Care of the Growing Child. By Louis Fischer, M. D., 341 pages. Illustrated. Price, \$1.25 net. Published by Funk and Wagnalls Company, New York.

THE mother who is so situated that she has not easy access to a physician will find "The Health-Care of the Growing Child" an exceedingly useful book. Our methods of feeding, hygiene, gymnastics, and home training are so vastly different from what they were a decade ago that every mother who wishes to keep up-to-date must be constantly reading the new books.

This book will appeal especially to the busy woman who has not time to keep up with all the new books as they appear. It summarizes modern thought in regard to every phase of child nurture.

The common problems that confront the parents of growing children are treated in detail and in such a simple, non-technical manner that even those not versed in medical terms can turn to it as a ready source of information and advice on matters of child training.

The first half of the book deals with general hygiene and child development. The author takes up such subjects as bathing, ventilation, feeding, clothing and the care of the body, teeth, hair, etc.

A chapter on the characteristics and peculiarities of children will explain to many parents some of the puzzling traits in their children for which they have found it hard to account, besides giving useful advice as to how to deal with certain manifestations in the growing child.

The general problem of nutrition is taken up in the latter half of the book. Under this head are discussed the principles of diet in general and in special cases. A number of pages are devoted to carefully worked out diets for children of different ages and different degrees of health.

A helpful discussion of the results of imperfect nutrition includes special remedies for abnormal conditions which are simple enough for every mother to administer.

Numerous plates and illustrations serve to make clearer the author's meaning and familiarize the reader with the appearance of certain frequently-noticed symptoms.

HOW TO LIVE—VALUABLE ADVICE

How to Live. By Irving Fisher, M. D., and Eugene Lyman Fisk, M. D. 324 pages. Illustrated. Price, \$1.00 net. Published by Funk & Wagnalls Company, New York.

THE mission of this book is to make clear the importance of individual hygiene. To many people the term keeping well means little more than keeping out of the sick bed, and they are apt to overlook all matters pertaining to health as long as they show no symptoms of illness. But by paying closer and more intelligent attention to the details of living, while healthy, one not only reduces the chances of becoming ill but also liberates his powers and increases his capacity for work and enjoyment to the maximum.

The value of this book lies in its

rather novel and distinctly modern attitude toward health, its message being positive rather than negative. The chapter entitled "Activity" discusses the effect upon health of such avoidable faults as worry, over-work, the hurry habit and explains the health-giving functions of forming the habit of happiness, of controlling one's attention, moderating one's desires, and in general, developing a philosophical attitude of mind.

The notes on food and the use of tobacco and alcohol, contained herein, are valuable in showing the pitfalls that stand in the way of perfect health and increased power and in pointing the way to a well-rounded, serviceable and efficient life.

CHARMING CHRISTMAS GIFT BOOK

Princess Goldenhair and the Wonderful Flower. By Flora Spiegelberg. 176 pages. Illustrated. Price, \$1.25 net. Published by Rand, McNally and Company, Chicago.

THIS book has a special interest to members of the Housewives League in that it is written by a member of the League. It is a fanciful tale of the days of Otto the Good, King of Saxony.

The beautiful princess is taken through a number of exciting adventures, chiefly through the medium of a wonderful, magic flower, and the story is told in a charmingly simple manner that appeals at once to the imagination of a child and holds him fascinated while he follows the Princess through her adventures.

It is attractively illustrated, the print is large and easy to read and the vocabulary is so simple that a young child will find no difficulty in reading the story.

The book will make a charming Christmas gift to any child who is fond of fairy stories.

NUTRITION OF A HOUSEHOLD

The Nutrition of a Household. By E. T. and L. Brewster. 199 pages. Price, \$1.00 net. Published by Houghton, Mifflin Company, Boston and New York.

THIS book puts the result of scientific investigations into non-technical form for the use of the housewife who is intelligent and ambitious enough to wish to avail herself of the studies and discoveries which have been made in the field of nutrition up to the present time. It is a book of boiled-down information and makes no attempt to set forth any new theories.

After a general discussion of the needs of the human organism and the foods which best supply its needs, certain special diets are considered and many practical suggestions are offered for meeting special conditions.

The diet of the growing child receives special treatment and the differences between the diet suited to a thin person and a fat one, an active and a quiet one, a sick person and a healthy one, are brought out.

A number of pages at the end are devoted to specific phases of the subject, including tables for computing a balanced diet, giving the nutritive value of every class of food.

Perhaps the chapter devoted to an explanation of how to figure a dietary will be more helpful to the housewife than any of the chapters of this practical book. Various meals are analyzed for their nutritive qualities and methods of reducing the amount of nutrition in an over-heavy meal or of adding the correct quantity to an under-nourishing menu are explained. The question of the proper balance of foods is also taken up and the method is shown whereby a properly balanced, nourishing meal can be worked out.



THE HOUSEWIVES LEAGUES throughout the Nation are standing loyally together in the noble fight against the evils that assail the welfare of our American homes and cities. The National Executive Committee is proud of the great work being done by the States. This is our Official Organ and its columns are open to you. Send us reports of your progress. Let us pledge loyalty to each other. "United we stand—Divided we fall."

Campaign Against Impure Milk in Maine

By MRS. JOSEPH STROUT
Housewives League of Portland, Maine

FOR three years the Housewives League of Portland, Maine, has been waging war against impure milk. We have made visits to the various farming districts that supply Portland's milk, and have repeatedly agitated the matter of clean, pure milk among farmers, among dealers and among the consumers themselves.

But in spite of our activities along this line, last summer an epidemic of typhoid fever broke out which was traced beyond a shadow of doubt to the milk supply. The Housewives League is determined to bring about better conditions, and we are now bending all our energies to pushing an amendment to the city milk ordinance which we have framed. The amendment we propose reads as follows:

"That all distributors of milk in the City of Portland shall file with the Board of Health a list of the places from which their milk is obtained before a license shall be granted, and that such lists shall be revised as often as changes are made and be kept up to date."

We are also working for the appointment of a state milk inspector, who shall be a man trained and experienced in the inspection of milk. When this has been accomplished we shall feel that we have taken a decided step toward our goal of securing only good, healthful milk for our city. At present there is no oversight of the milk supply, and certain samples of milk have been tested and found to be absolutely unfit for use as food. We have followed the trail of one milkman who has left cases of typhoid in his wake all along his route. We have gathered evidence in many parts of the city of polluted milk, and now that we have secured the coöperation of some of the city's leading physicians and of the Chamber of Commerce, we have hopes of being able to accomplish something soon. Hitherto, it has been uphill work, as we were working alone against politics.

We know to-day that at last we have coöperation and that, after all, the fault lies not with our efforts but with the State. We have blood in our eye and are determined to win our battle.

Here are Anola Sugar Wafers—exquisite to serve with ices or beverages. Take these delectable wafered confections interspread with cream of chocolate sweetness. With them delight your guests at dessert-time.

*In ten-cent
tins*

FESTINO—
Almond-shaped
shells enclosing
a delicious
almond-flavored
cream filling.



**NATIONAL
BISCUIT
COMPANY**

Great Work of Housewives in Minnesota

By MRS. WILBERT DODGE

St. Paul Housewives League

St. Paul, Minnesota.
THE Saint Paul (Minnesota) Housewives League has just entered upon the close of its year's activities. We have worked hard to secure women food inspectors, without much success thus far. This is no discredit, however, to our leaders but rather to certain city officials. The work will be continued with renewed interest and determination.

The League has a new slogan, which is, "Eat Minnesota Apples." Mr. J. S. McIntosh of the Extension Department of the Agricultural School urges the Women of the State to help encourage the consumption of Minnesota fruits.

The most important work of the year which has been accomplished by the Housewives League was the killing of three bad milk bills, or the Blue Milk Bills. This was accomplished through the efforts of our able Chairman, Mrs. Theodore H. Johnson, and the united efforts of Duluth and Minneapolis. The first bill introduced by Senator Sullivan provided for the reduction of butter fat from $3\frac{1}{4}$ per cent. to 3 per cent.; this passed the Senate without a dissenting vote, when the Housewives League began their splendid fight against the bill. Senator Sullivan learned of the efforts made in killing this when he introduced a second bill which would permit milk of any grade whatever to be sold if it bore a label stating the amount of butter fat. The Leagues worked harder than ever against both bills.

Senator Van Hoven thought the women were so busy with Senator Sullivan's bills that they would not notice his bill, which proposed to legalize the treatment of milk and cream with lime water so that putrid cream might be used for butter making.

A petition was sent to the Legislature and the daily papers gave us full support

by writing editorials and printing coupons which readers signed and sent to the Legislature in protest against the Blue Milk Bills. So much force was brought to bear that the original bill was killed, failing to secure a single vote in the Legislature. The second bill was withdrawn, fearing the fate of the first. Senator Van Hoven was persuaded to withdraw his bill.

The following extracts from editorials from our newspapers show how they support us:

"We know how much good work the Saint Paul branch of this League has done, and we wish for it a rapid growth.

"When time hangs heavy on your hands, ladies, when the bridge party palls and the Society Game no longer entices, turn your activities to the Housewives League."

"The Housewives League represents the really 'best people' of the State, the people who make a State possible, the wives and mothers who are business managers of the Home."

At the September meeting of the Executive Board it was voted to take active steps in stamping out the Trading Stamp Evil.

The Saint Paul League have begun an active campaign for Better Inspection of Meat and for the Municipal Abattoirs. They have prepared to enlist all club women in the State in the movement to obtain needed legislation at the next session of the Legislature.

Much meat now on the market is said to be impure because of the lack of State or municipal inspection. State abattoirs will remedy this condition. Mrs. W. J. Logue is Chairman of the Pure Food Committee who, with St Paul women, will study the plants of other cities. They will report at the Mid-Winter meeting of the State Federation of Women's Clubs in February. *

THERE IS NO LIMIT To the Goodness of Wheatena

WE HAVE given you recipes in these pages for : Wheatena BREAD; Wheatena Chocolate Cake, and Wheatena Baked Fruit Pudding.

NOW we suggest

WHEATENA COOKIES

$\frac{1}{2}$ cup uncooked Wheatena	$1\frac{1}{2}$ cups flour
$\frac{1}{2}$ cup butter	1 cup sugar
2 tablespoons sweet milk	$\frac{1}{2}$ teaspoon salt
2 level teaspoons baking powder	

Sift flour, Wheatena, salt and baking powder. Cream, butter and sugar. Add milk and beaten egg, then the sifted ingredients. Keep dough soft as possible. Roll thin and cut out.

Wheatena is the synonym for cereal. It tastes good, is easy to prepare and is economical.

*If you do not know Wheatena write
for free sample and recipe booklet*

THE WHEATENA COMPANY

WHEATENAVILLE

RAHWAY

NEW JERSEY

Victory for the Housewives in Minneapolis

By MRS. F. A. KINGSLEY

Minneapolis Housewives League

Minneapolis, Minnesota.

IT is said that one can apply the Scriptures to anything. However that may be, there is one passage of Scripture that I apply in thought to the Housewives League. I should like to write a sermon on club life and take it for my text: "Consider earnestly the best gifts, and yet I show unto you a more excellent way."

We have many clubs in our city: social clubs where we learn to appreciate one another and to bear with one another; study clubs where we assimilate new ideas and learn to express them clearly; clubs political and semi-political in character where we hope to gain a broader outlook and an unprejudiced view of the great issues of our times; but after one has run the gauntlet of all the clubs and has come at last to the Housewives League and has found in it the shortest route and the quickest service; has found it the most effectual means for obtaining those most vital factors of human existence—health and happiness in the home and the smooth-running domestic machinery—after considering earnestly the best gifts of all the other clubs, one arrives inevitably to the conclusion that this is indeed "the more excellent way."

And now, Madam President, with this preamble the Minneapolis Housewives League presents its compliments and its report.

The Minneapolis Housewives League is still in its infancy, being less than one year old. The meeting to organize was held October 24, 1914. Our State president, Mrs. McCourt, presided and explained the plans and purposes of League work. It was voted to effect a permanent organization and to organize

through the District Federation of Women's Clubs, which was done. Our League has since formally joined the State Federation of Women's Clubs. We feel that this will be a great aid and inspiration to us and trust that we may prove an added strength to its Home Economics Department.

Our League is the proud possessor of an executive board and has a complete set of officers. It has also a full quota of standing committees, only our standing committees don't stand—our inspecting committees inspect, our investigating committees investigate, our reporting committees report and our executive committee executes.

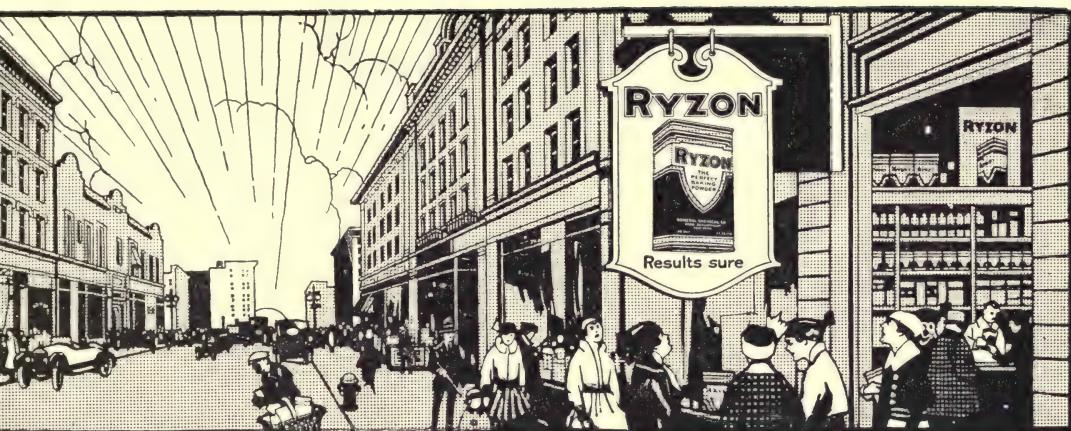
You are probably familiar with the old hymn:

On Jordan's stormy banks I stand,
And cast a wistful eye
To Canaan's fair and happy land,
Where my possessions lie.

But the members of the Minneapolis Housewives League do not waste any time casting wistful eyes; when across our path flows a dirty stream of unsanitary food supplies, we plunge right in and go after our possessions on the other side.

The first big stream that we encountered was a turbulent tide of "blue milk." Now, we do not like blue milk but we didn't hesitate an instant. In we plunged, our sister Leagues from St. Paul and Duluth with us, and when we reached the fair and happy land of victory we had extracted the coloring matter that politics had tried to infuse into our milk supply.

We next came to a stream of lime water. Certain "big interests" found that cream and milk, shipped long distances, became too "sour" to manu-



The Sign of the Perfect Baking Powder

GROCERS are familiar with the fact that the food authorities of this country have long been demanding a better, purer, more wholesome baking powder. RYZON answers this demand. And, since RYZON meets all requirements of the most exacting food scientists, more than 4000 grocers in greater New York and vicinity have become distributors of this *Perfect Baking Powder*.

These merchants are conscientious, painstaking dispensers of high-grade food products. Knowing the baking situation as we do, we feel sure that they could not be induced to stock and sell a new baking powder, as yet practically unknown to the public, unless it had unquestionably superior merits for the consumer.

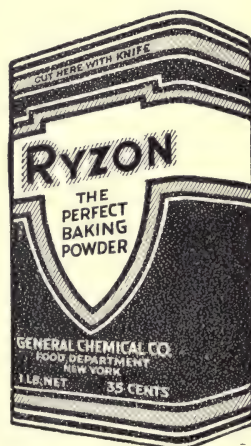
RYZON distribution is being extended. If members of the Housewives League cannot yet obtain it of their grocers, and would like to use RYZON for better baking, a pound tin will be delivered upon receipt of 35c mailed to the address below, with name of your grocer.

IMPORTANT Please note that *no more* RYZON is required than of any other baking powder.

Modern recipe books and the cooking schools now use standard *level* measurements. If you do not use *level* measurements, use RYZON exactly as you would use any other baking powder.

RYZON is guaranteed to be perfectly satisfactory in every particular or money refunded.

GENERAL CHEMICAL CO.
FOOD DEPARTMENT
NEW YORK



facture into butter or cheese. The present law forbids renovating. They wished this changed to allow "lime water and other healthful substances" to be used in renovating their putrid milk and cream. The State dairy and food commissioner claimed that this was a protection. We said, "possibly, but not to the consumer for it leaves all the rottenness and poisons while robbing him of his natural protections of taste and smell." Our good farmer friends in the legislature agreed with us so this stream was easily crossed.

But we are not resting on the laurels of past achievements. We are working now for the passage of an ordinance "to regulate the handling, storing, offering for sale and selling of groceries, vegetables, dairy and bakery products, fruits, confectionery, ice-cream, soft drinks, and all provisions at retail and to provide for licensing persons engaged in such business." Our city is sadly in need of such regulation as the present conditions of our food supply are abominable. That may not sound like a "boost" for Minneapolis, but when you consider that a group of earnest women

are determined to have those conditions changed it augurs well for its future. It may be said now: We intend to win!

The newspapers are playing an important part in furthering our cause by giving the people a knowledge of the situation. The Tribune especially is giving us invaluable aid, having placed a photographer at our disposal and is reproducing the pictures of actual conditions.

In conducting a campaign for any reform, newspaper publicity is not only desirable but indispensable. Our local papers have always responded generously in this regard. The Daily News deserves especial mention for its work on the "blue milk" and "lime water" bills.

As usual politics is interested in our ordinance to the extent of hampering, hindering, and delaying, and at present the matter appears to be an endurance test between the politicians and the women and I believe it safe to assume that the women will last as long as anybody.

Woman always has the last word and ours is "We are going to have that ordinance."

November Lectures at Headquarters

The Making and Baking of Cake. Demonstration by Miss Emma Bossong, Domestic Scientist to the National Housewives League.

What the Housewife Should Know About Butter. Lecture by Mrs. Julian Heath, President of the National Housewives League.

Tomato Toast and Other Appetizing Luncheon Dishes. Demonstration by Miss Bossong.

Assorted and Fancy Cookies. Demonstration by Miss Bossong.

How to Make Chocolate Soufflé—With Suggestions for Other Desserts. Demonstration and Lecture by Miss Bossong.

The Making and Baking of Quick Bread. Demonstration and Lecture by Miss M. L. Carr, Graduate of Drexel Institute.

How to Keep Well. A Diet Talk by Dr. W. B. Vail.

The Preparation and Cooking of Kidney. Demonstration by Miss Bossong.

Quick Way of Making Cinnamon Buns. Demonstration by Miss Bossong.

Apple and Banana Fritters with Approp-

riate Sauces. Demonstration by Miss M. E. Carr.

Foods That Fail to Feed. Demonstration and Lecture by David J. Hickey.

How to Do Fine Laundering. Lecture and Demonstration by Miss I. L. Evans.

Egg Rolls and Coffee. By Miss Bossong.

What the Housewife Should Know About Milk. Lecture by Dr. L. M. Steckel.

Pastry Making for Thanksgiving. By Mrs. J. R. Kierman.

Health and Sanitation. A Series of Lectures by Dr. Alfred C. Wallen; the first lecture being on Birth, Heredity, Environment and Training; the second on Food and Care.

Junior Housewives League. Meetings have been held every Saturday morning under the direction of Miss Bossong. The children have learned how to make rolls and buns, assorted cakes, apple pie, cranberry sauce and cocoa.

Morning and Evening Classes in Millinery have been held regularly.

Classes in First Aid to the Injured have met weekly.



These packages have a mission

They are emancipating the thrifty, prudent housewives of America and the legion of conscientious grocers who serve them, from the vexing uncertainties of "just sugar." For—the housewife who says to her grocer, "Send the Domino Brand" sets in motion a thousand agencies all working toward perfection.

Far off tropical islands yield the raw sugar. Ox-carts, railroads and sugar-laden steamers all assist in its transportation to our refineries, where the contents of every bag must pass the expert tests of our watchful chemists and every ounce must be boiled, filtered, evaporated, screened and granulated until absolutely nothing but the crystallized essence of sweetness remains—sparkling, white and ready for service on your own pantry shelf, in our dust-tight, germ-proof packages. *Weight, purity, quality, all guaranteed by*

THE AMERICAN SUGAR REFINING COMPANY, ADDRESS, NEW YORK



(Continued from page 25)

unsanitary shop." Not at all, we are after the honest tradesman and the sanitary shop, as well as the manufacturer of pure foods, and also those who conduct the commercialized home industries in a sanitary manner. We are creating a demand for that which is fair, clean and honest. The law of supply and demand will take care of the other class of tradesmen.

Much of the progress in the business of to-day has been due to combination, but a large percentage of the increased profit claimed for effective combination is due, not to the economy of organization, but to encroachment upon the rights of the unorganized consumer. Organization working against a vast army of scattered consumers has arrogated to itself the power to profit at the expense of its patrons. Business organizations cannot easily and possibly should not be broken up. For their own protection, however, the patrons of organized business should oppose to this power a combination of their own, vigilant and alert in the interest of the consumer. Such an organization of buyers against sellers should not interfere with the progress or legitimate profit of busi-

ness. Accepting conditions as they stand, such an organization should have for its object the defense of unorganized patrons who have hitherto been helpless against ruthless self-aggrandizement of the great organized business interests and unfair methods often employed by the small interests.

No component part of society is so seriously assailed by business combination as is the home. The profession of housekeeping has been the marked victim. It is exploited by the manufacturers of impure foods and drugs, in which the health of the nation is imperiled by the manufacturer of fake textile fabrics, by the almost universal use of dishonest weights and measures, by the unsanitary condition of commercialized home industries, laundries, bake shops, canneries, sweat shops, and by the greatest of all evils, the manipulation of prices of the necessities of life. If such tendencies of business are to be remedied or checked it is imperative that the housewife erect a barricade of organization against the onslaught of well-organized forces.

A new year lies before us. Let our watchword be "Organize" and our purpose always remain "A square deal for all."

HOW THE HOUSEWIVES LEAGUE WAS FOUNDED



HE story of how the Housewives of America came to organize in defense of their homes against exorbitant prices and the high cost of living is an interesting part of our national history.

The momentous movement began in 1912.

And right here we meet a strong personality—a woman of courage and genius—one who has fought many battles for social betterments and national ideals; a woman who has worked side by side with Colonel Roosevelt and Jacob Riis. It is Mrs. Julian Heath, the woman who founded the movement which was to become an economic power in the nation. Mrs. Heath is perhaps

one of the greatest benefactors of this age. She has probably accomplished more to place housekeeping on a business basis as a national movement in the last four years than any woman in the history of our country. She has in fact devoted her life since the age of sixteen to relief work of all kinds.

Mrs. Heath was born in Stonington, Connecticut. On her mother's side she came from a long line of seafaring captains. Her father, W. L. Dewey, was an expert machinist and inventor, and a distant relative of Admiral Dewey. As a child, Mrs. Heath was the constant companion of her father. At the age of fourteen she came to New York and entered the famous Twelfth Street

(Continued on page 84)



No Matter What You're Baking

Whether its plain bread or cream puffs, hot biscuit, or angel food—the flour for you to use is

Pillsbury's Best

You don't need one flour for pies, one for cakes, one for bread and one for something else.

Pillsbury's Best is an all-purpose flour. With it and the Pillsbury Cook Book with its tested rules you are *Sure* of wonderful results.

For Easy handling, for sure results, get that flour of Extra Quality—Get Pillsbury's Best.

HOW THE HOUSEWIVES LEAGUE WAS FOUNDED

(Continued from page 82)

School; from there she went into Normal College.

It was during this time that her public work began; when only a girl of sixteen she assumed the responsibility of a class of three hundred children in an East Side church. She taught them in schools and visited them personally in their homes, ministering to them in sickness and trouble.

Mrs. Heath's work here as elsewhere was constructive. When any of the unfortunates were sent to the almshouse or to the penitentiary, and when they needed help of any sort it was her function to secure the help which was really needed to place the individuals on a living basis. Her labors did not stop here for she was a regular visitor to the hospitals and the almshouses, taking candy and flowers to the unfortunate women and tobacco to the men.

About this time Mrs. Heath joined Jacob A. Riis in Flower Mission work, with Headquarters at Mariners' Temple, 1 Oliver St. Out of this Flower Mission grew what was soon known as the King's Daughters settlement.

HERE she labored with Jacob Riis and Colonel Theodore Roosevelt, Isabella Chase Davis, Margaret Bottome, and Louise Seymour Houghton—Mrs. Heath became secretary of this organization and at this time was the youngest member, being about twenty years old. The King's Daughters mission started with one room in a church.

They soon out-grew these quarters and rented two rooms in a tenement. Finding this inadequate to their growing need, they took a floor in a private house at 77 Madison Street. Here Mrs. Heath was made Chairman of the Board of Managers. So great was the response from the people of that section, and so rapidly did this pioneer settlement work expand, that it was necessary for them to take a whole house at 48 Henry Street.

Educational classes of all kinds for

poor people were developed. Interest grew steadily among the poorer classes, and they were obliged to take two houses for the necessary expansion in their development. Here the name was changed to the Jacob Riis Settlement.

ASSOCIATED with Mrs. Heath at this time were such prominent people as Mrs. Seth Low, Mrs. Wm. E. Dodge, Miss Grace Dodge, Bishop Potter, and they also had the coöperation of Colonel Roosevelt who was then First Police Commissioner and later Governor of New York. Mrs. Heath was Chairman of this settlement for fifteen years.

During this time many of the benefits to the poorer classes were started, such as public-playgrounds, free kindergartens, recreation centers, and various reform movements. It was while Mrs. Heath was working among the women of the East Side, trying to better their condition, that she discovered that the majority of cases of poverty and sickness resulted from the fact that the women did not know how to cook. She, therefore, bent her energies in that direction and soon had developed a School for Cooking at 41 Leroy Street. Three rooms in a tenement were equipped and made ready, not only for poor people, but anybody who wished to learn something of the culinary art.

At the close of the settlement work Mrs. Heath focussed upon home economics because she saw that most of the cases of poverty and sickness resulted from the fact that the majority of women did not know how to cook or manage their incomes.

All of this work developed in Mrs. Heath's mind the fact that it was not only the women with the small income who did not properly manage the family income, but that all women were not efficient housewives. At this time Mrs. Heath was elected to the Chairmanship of the Home Economics Department of the City Federation of Women's Clubs, of which Mrs. William Grant Brown was then president. In accepting this chairmanship she was told to "give

(Continued on page 86)



How to Whip Carnation Milk

Every housewife knows the quality demanded in cream for whipping—she knows it must be extra rich and thick. Because we take out part of the water by evaporation, retaining only the rich, wholesome butter fats and milk solids in all their purity and deliciousness, you can whip

Carnation Milk

Clean—Sweet—Pure From Contented Cows

Keep a good supply of Carnation Milk in your pantry. Open it as you need it. The two sizes—"tall" and "baby"—make it possible for you to use just the quantity you need. There is true economy and convenience in using a safe, pure, rich, wholesome milk, and not the daily waste as with ordinary milk.

Order it of your grocer—"The Carnation Milkman."
Use the coupon below and secure our new cook book free.



Pacific Coast Condensed Milk Co.

435 Stuart Bldg., SEATTLE, WASH., U. S. A.

Please send me your new cook book, filled with special evaporated milk recipes and containing "The Story of Carnation Milk," as it is demonstrated at the San Francisco Exposition.

Name _____

Address _____

(Continued from page 84)

the women something practical to do."

Realizing how important it was that the women should be educated out of this condition and made to understand that they could be the intelligent spenders of the family income; that they could preserve the health of the family, Mrs. Heath set about to find a way by which she could reach the women of America.

Gathering some of her friends around her for a committee they began the work which has resulted in this tremendous movement of a vast number of women fighting earnestly to preserve the interest of the home.

This organization had at first seven members and seven dollars. With the seven dollars the leaflet containing the platform and seven buttons were purchased and these are still being used by the members of the Housewives League.

It was about a week after the coming together of these enthusiastic women that the famous butter boycott took place. The newspapers took up the sensation and it flashed across the country, bringing this organization into immediate notice and hardly had they time to realize it when this small body of women had become a great and powerful National movement, and a tremendous economic force which has grown steadily ever since.

The housewives of America arose to its support in a marvellous way and are awaking to the fact that they are, in reality, a great economic power and have had from the first the coöperation of the honest producer and manufacturer of pure products.

This organization will have no endowments that frustrate its great purpose of uplifting and benefiting the home.

Mrs. Heath is not only a leader but has great executive ability, and although she does not claim to be in the least a business woman, yet the development of this great movement and other movements in which she had been leader, prove that executive ability can sometimes become business ability.

This great work has been accom-

plished on very little money, because Mrs. Heath has been able to draw into this work men of affairs and women of affairs who have contributed not money, but brains and work.

There have been times when there was no money in the Treasury of the National Housewives League and yet Mrs. Heath, undaunted, has pushed forward in the face of all obstacles because she knew that she had the moral and ethical support of the housewives of the country.

The time came when there was a need for an official organ as a means of communicating with the housewives of the country, and Mrs. Heath made a business arrangement with publishers to supply this official organ at no expense to the League and placing the League under no financial obligation.

Last year there was a deficit in the treasury of the League. The work outgrew the Headquarters provided at first in Mrs. Heath's home and she developed a plan whereby Headquarters could be secured for the League, and valuable educational work conducted at the same time, again with no financial responsibility to the members of the League. This Headquarters has become a gathering place for the housewives of the nation, a clearing house for all home matters.

Mrs. Heath, on her mother's side comes from English stock, her descendants having come over in the Mayflower.

She is a Daughter of the American Revolution and a member of Academy of Political and Social Science, Order of the Kings Daughters, and other patriotic societies.

Mr. Heath was born in New Canaan, Conn., a descendant of some of the oldest families in New England. The Heaths, Carters, Hoyts, and Benedicts. Mr. and Mrs. Heath have one son, Julian, who is preparing himself to be a lawyer-chemist. He has been a student at Trinity School, Clinton High School, University of Virginia, and is at the present time a Senior at Columbia University, City of New York.

MARYLAND CONCERN PLEADS GUILTY

Among the diseases for which the "Family Physician," put up by the Houghens Medicine Company of Baltimore, Md., was recommended were diphtheria, scarlet fever, typhoid fever, smallpox, bronchitis, neuralgia, croup and all diseases of the throat and lungs. The public was assured that this was the "genuine and original Family Physician," and was further instructed as follows:

"For fever you need not give anything else but this medicine. It will keep the rash out itself. . . . For cases of Small Pox take plenty and often. . . . Use freely. Give no hot teas, just give the medicine and what pimples are under the skin will come out, the rest will be carried off by the medicine. . . . Also a wonderful and positive remedy for dyspepsia, keeps measles out nicely, regulates the bowels without trouble, and by purifying the blood prevents liability to disease."

The manufacturers pleaded guilty to the charge that the product was "falsely and fraudulently labeled" and were fined \$75.

Human credulity apparently knows no limit, and it is a matter for much thankfulness that the law has at last interfered to protect the citizens of the republic from their own folly. The Sherley amendment, under which the recent convictions were secured, was passed in 1912, after proceedings against the various patent medicines taken under the Food and Drugs Act had failed. The matter was carried to the Supreme Court of the United States, which ruled that the law could only take cognisance of misleading statements regarding the composition of these products. On the recommendation of President Taft, the Food and Drugs Act was then amended to prohibit false claims as to the therapeutic value of proprietary medicines, and about a dozen States have since followed the lead of the Federal Government.



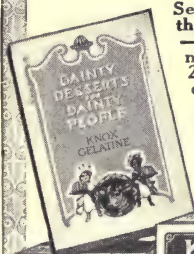
For Your Home Made Xmas Candy

French Dainties, Marshmallows, Turkish Delight—these and many other wholesome candies make delightful Christmas gifts.

This recipe is for KNOX YULETIDE DAINTIES

Soak 2 envelopes Knox Acidulated Gelatine in 1 cup cold water 5 minutes. Add $1\frac{1}{2}$ cups boiling water. When dissolved, add 4 cups granulated sugar and boil slowly for 15 minutes. Divide into 2 equal parts. When somewhat cooled, add to 1 part $\frac{1}{2}$ teaspoonful of the Lemon Flavoring found in separate envelope, dissolved in 1 tablespoonful water, and 1 tablespoonful lemon extract. To the other part add $\frac{1}{2}$ teaspoonful extract of cloves, and color with the pink color. Pour into shallow tins that have been dipped in cold water. Let stand over night; turn out and cut into squares. Roll in fine granulated or powdered sugar and let stand to crystallize. Vary by using different flavors and colors, and adding chopped nuts, dates or figs.

KNOX SPARKLING GELATINE (Granulated)



Send for 1916 Edition of the Knox Recipe Book—FREE for your grocer's name. Pint sample for 2c stamp and your grocer's name.

CHAS. B. KNOX CO., Inc.
421 Knox Ave.
Johnstown, New York



Beech-Nut

Tomato Catsup



WHY not serve a *natural* tomato catsup at your table—Beech-Nut Tomato Catsup (*the natural catsup*), with all the full, rich tomato flavor intact! Yet the price of Beech-Nut Tomato Catsup is the same—two sizes, 15c and 25c (in the extreme West, a little more).

Makers of America's Most Famous Bacon—*Beech-Nut Bacon*
BEECH-NUT PACKING CO., Canajoharie, N. Y.
 Catsup Plant at Rochester, N. Y.

Send 10 cents in stamps for the newest, most fascinating game—"Going to Market"—amusing and instructive and sure to interest the whole family.



Make Your Home Safe by Using Safe Home Matches

They are the strongest, sturdiest, safest matches in the world.

They light almost *anywhere*. These are real safety matches. They don't spark. They don't sputter. The heads don't fall off. The sticks are unusually strong.

They are non-poisonous and conform in every respect with the new Federal law.

You owe it to yourself, your family

and the community in which you live to use the safest matches you can find. The first step in that direction is: Buy **SAFE HOME MATCHES**.

5c—all grocers.
 Ask for them by name.

*The Diamond
 Match Company*

HOME ENTERTAINMENT

(Continued from page 44)

various tints they will please the children just as well as a richer cake and will be much less disastrous to their constitutions.

* * *

Plain, vanilla ice cream, not too rich, can be colored and molded into fancy shapes to represent flowers and animals and will delight the hearts of the children.

* * *

At Christmas time, thin bread and butter sandwiches can be cut in the shape of Christmas trees and filled with just a little chopped green pepper and cream cheese to add a Christmasy look. Caraway cookies are easily cut to look like Christmas trees or Santa Claus. A cup of hot cocoa will be completely transformed by tying a sprig of evergreen to each cup-handle with a tiny, bright red bow.

HOME entertainments of this kind, where thought and ingenuity take the place of money and display, are accountable for much of the difference between homes where the family like to gather around their own fireside, evening after evening, and those in which each member of the family goes his own way, spending both money and energy extravagantly and receiving nothing of any permanent value in return. When parents take the time and trouble to keep their children with them in the evenings it is a rare exception when the children do not respond and learn to stay at home as a matter of course.

(The End)

Will you give one family a MERRY XMAS DINNER?

We are but your agents—you are the host.

300,000 poor people cheered last Xmas in the U.S. by The Salvation Army.

Help us in this way to get close to these people. Give them at least one happy day in the year.



\$2.00 Feeds a Family of Five

Send Donations to Commander Miss Booth
118 West Fourteenth Street, New York City
Western Dept., Commissioner Estill, 108 N. Dearborn St., Chicago

These trade-mark crisscross lines on every package

CRESCO FLOUR DIET FOR
DYSPEPTICS

And Mild Cases of

KIDNEY AND LIVER TROUBLES AND OBESITY

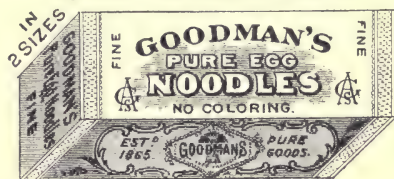
Makes delicious foods for everybody.

Unlike other goods. Ask your physician.

Leading grocers. For book or sample, write

FARWELL & RHINES, Watertown, N. Y., U.S.A.

EAT GOODMAN'S EGG NOODLES



SOLE BAKERS OF THE
BERLINER TEA MATZOTHS
SOLD EVERYWHERE

A. Goodman & Sons, Inc., New York

Atwood Grapefruit

As to Flavor, in a Class by Itself.

Price about the same as the common variety.

Your dealer will supply it.

Always in
this wrapper



Let Winter Do Its Worst

YOU can face the cold with the best of them if your food gives you the nourishment and warmth you need. And of course, the most important meal on a cold day is breakfast.

Start the day with a dish of H-O, piping hot. The rich, sustaining meat-of-the-oats is specially steam-cooked so as to promote easy and thorough assimilation.

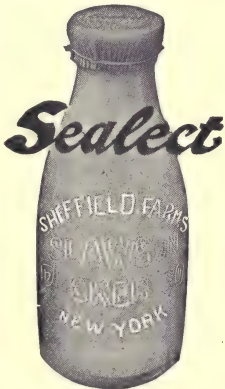
Twenty minutes cooks H-O perfectly.

TRY IT TOMORROW FOR BREAKFAST.

H-O
THE ONLY STEAM-COOKED
Oatmeal

The H-O Company, Buffalo, N.Y.
Makers of H-O, Force, and Presto.

**Shipped From Plants Devoted
Exclusively to Grade-A-Milk**



Sheffield "Seal"—The only moderate-priced Grade-A-Milk.

Selected for richness and safeguarded by a non-replaceable seal.

Sheffield Farms - Slawson-Decker Co.
524 West 57th Street, New York City

GOV. WHITMAN'S ADDRESS

(Continued from page 12)

THERE are twenty-five thousand students in attendance at these schools and they are receiving instruction in one or more of a group of one hundred and sixty-eight subjects, including such a wide range of subjects as suggested by the topics of industrial chemistry, piano making mechanics, lithography, motion picture mechanics, valve setting, tile laying, auto repairing, household decoration, dressmaking, etc.

It is a cause of congratulation that men and women, those who are teaching in schoolrooms and those who, outside of the schoolroom, by their lives and daily occupation and intercourse with their fellowmen, are teaching vast numbers of our people, should come together unselfishly, with the patriotic desire of awakening a greater public interest in this vastly important subject of stimulating public effort toward the accomplishment of infinitely more in the line of industrial and vocational education for the young than has ever been undertaken in our land, of impressing upon municipal, state and national authorities and law-makers the tremendous importance of this subject to our whole people to the present, of course, but infinitely more to the future of the nation.

LECTURE ON FOOD DIET

(Continued from page 41)

It is this: For two thousand years medical men have been custodians of the people's health. They have waited until disease appeared and then undertaken to combat it with drugs. The system is a failure. Prevention, hygiene, and prophylactics are just beginning to take hold of the public mind and as these sciences advance *materia medica* must go. The old system of drugging must perish, must pass away.

I renew each day the pledge made twenty years ago, when the sentence of death was passed upon me by five able physicians, that so long as I had intelligence, so long as I can wield tongue or pen I will fight in the field of this great reform.

MRS. MARKS ADDRESS

(Continued from page 34)

family market basket, returning it filled in the evening. So even more than fifty years ago there was a market scarcity. It seemed then a natural thing when my husband in turn developed his great interest in markets for me to accompany him on his various trips of information on that subject, in New York, Philadelphia, Baltimore and in the cities of the West which we visited this summer. New York is still deficient in the number of its markets, but it atones in a measure by the quality of those already in existence; for nowhere did we see so beautiful and sanitary a market as is this rejuvenated Washington Market. Then another function has seemingly been added quite by chance, which bids fair to bring the market into closer touch with the people's daily lives. I have just heard that as a result of the visit of a devoted teacher with her little crippled pupils, the enthusiasm of the stand-holders and the interest of the children culminated in a proposed mothers' meeting to be held right in the market. When we see these markets reaching out into the actual life of the people, bidding fair to become again, in a measure, what the ancient market places were to the cities of long ago, must we not bend all our energies to the support of the existing markets and the establishment of new ones?

Retailers' 30c Quality

Coffee

DIRECT FROM WHOLESALER
FRESH OFF THE ROASTER

5 LBS. FOR \$1

Bean or Ground
Delivered Free Within 300 Miles

10 lbs. Delivered Free 1,000 Miles
Satisfaction guaranteed or money refunded

GILLIES COFFEE CO.
233-239 Washington St., New York
ESTABLISHED 75 YEARS

New treats for the table with



New dishes are easy to prepare with Kornlet. Besides wonderful soup, with Kornlet you can make tempting fritters, muffins, patties, pudding, and many other appetizing dishes. Our recipe book contains 89 different ways of serving Kornlet. We pay \$1 for every new accepted recipe.

Better than canned corn

Kornlet isn't canned corn. It is far more delicious. Kornlet is the nourishing essence of young, tender, green, sweet corn extracted when the corn is richest in milk. All the flavor is retained. You will enjoy Kornlet immensely.



This book free

At grocers
—25 cents a can

If your grocer, or one nearby, cannot supply you with Kornlet, we will send a can, postpaid, for 25c in stamps.

Postal brings recipe book

giving 89 splendid recipes for new dishes that you can prepare easily. Mail a postal now.

The Haserot Canneries Co.
Dept. 17 Huron Road,
Cleveland, Ohio

Sent
by
parcel
post



Keep this helpful servant where you can put your hand right on it.

There are many ways in which 3-in-One lessens labor. A little on a cheese cloth (after it has thoroughly permeated the cloth) makes a perfect "dustless duster." A few drops on a cloth wrung out in cold water is an ideal cleaner and polisher for furniture. As a lubricant, nothing excels 3-in-One because it goes at once to the friction spot, and wears long without gumming; never dries out.

3-in-One oil

prevents rust and tarnish. Bath room fixtures, stoves and ranges, metal fixtures indoors and out, are kept bright and usable by 3-in-One.

3-in-One is sold in drug stores, general stores, hardware, grocery and housefurnishing stores: 1 oz. size 10c; 3 oz. 25c; 8 oz. (1/2 pt.) 50c. Also in Handy Oil Cans, 3 1/2 oz. 25c. If your dealer hasn't these cans we will send one by parcel post, full of good 3-in-One for 30c.



FREE—Write for a generous free sample and the 3-in-One Dictionary.
THREE-IN-ONE OIL CO. 42CUH, Bkwy., N. Y.

IN COLOR AND FLAVOR

both—to please the eye as
well as the palate—

MAPLEINE

is unique. It is particularly
appropriate at this season for
making maple cakes, desserts,
ices and dainties.

Adds zest and color to meats,
sauces, soups, etc.

Your grocer sells it, if not,
write Dept. 43.

CRESCENT MANUFACTURING
COMPANY, Seattle, Washington



5c.

Is all you have to pay for

TRIP-O-LEE CLEANSER

Cleans anything
and everything

No Acid—No Grit

Ask for TRIP-O-LEE
Insist upon getting
TRIP-O-LEE

At Grocers, Department Stores
and
Woolworth's 5 and 10c Stores



This domestic science booklet contains
illustrations and recipes for making forty
nourishing kinds of breads, buns, etc., with
FLEISCHMANN'S YEAST.

Yours for the asking.

THE FLEISCHMANN CO.,
701 Washington St. New York

WASHINGTON MARKET CELEBRATION

(Continued from page 30)

tributed by these ever-enthusiastic
women.

The procession made a tour of the
market through its wide aisles, before
taking its place on a platform which had
been arranged in the center of the build-
ing. The ceremonies began by words
of welcome by Matthew Micolino, Presi-
dent of Washington Market Merchants
Association.

Among the distinguished speakers,
whose words will be found elsewhere in
this magazine, were: Hon. John Pur-
roy Mitchel, Mayor of the City of New
York; Hon. George P. McAneny, Presi-
dent of the Board of Aldermen of New
York City; Hon. Marcus M. Marks,
President of the Borough of Manhattan;
Hon. Ralph Folks, Secretary of the
Borough of Manhattan; Hon. William
A. Prendergast, Comptroller of the
City of New York; Mrs. Julian Heath,
President and Founder of the House-
wives League.

The celebration continued for the
week and on Thursday, Mrs. Heath, as
President of the Housewives League,
gave a review of her work in the recon-
struction of Washington Market. With
her were the indefatigable workers in
the League: Miss Edith Deshler, Na-
tional Vice-president; Mrs. Thomas A.
Fulton, National Secretary; Mrs. E. V.
S. Chamberlin, National Treasurer;
Miss Emma Bossong, Domestic Scientist
at National Headquarters.

The story of the campaign for public
markets and the fight for the reconstruc-
tion of Washington Market has been re-
corded in preceding issues of this official
organ. It is sufficient at this time to
state that the victory is won and the
gratitude of the Housewives is extended
to the city officials under whom the City
of New York has established a high
standard for the other cities of the
United States.

**Bertha M. Becker's Domestic Art and Science
Studio** Teaching Sewing, Millinery and Cooking practically and
individually in private classes. Teachers' College gradu-
ate. 6th Season.
150 W. 80th STREET Tel. 9925 Schuyler NEW YORK CITY

Oranges, Grape Fruit and Pineapples

Direct from grower to user
Grower is us, User is you

All \$2.25 a box f. o. b. You pay the freight. Mixed boxes a specialty. Correspondence solicited.

BLUE DIAMOND FRUIT CO.
JENSEN, FLORIDA



Made by Naumkeag S. C. Co.
Salem, Mass.

'Ask your dealer



**\$2.25 Solid Aluminum Griddle for
Labels from 50 Cents Worth of
Karo and 85 Cents**

GET 50 cents worth of Karo from your grocer and send us the labels together with 85 cents in P. O. money order or stamps and we will send you this 10 1/2 inch Solid Aluminum Griddle by prepaid parcel post.

■ This griddle needs **no greasing**. It heats uniformly on entire baking surface; it does **not smoke up the house**; it doesn't chip; it doesn't rust and it looks so **clean and inviting**—so different from the old kind of griddles.

We want every Karo user to have one of these griddles—and will be glad to fill requests as long as our supply lasts.

Send us the labels and 85 cents in stamps or P. O. money order early, so as to be sure of getting yours.

CORN PRODUCTS REFINING CO.
Dept. YY. New York P. O. Box 161



HOTEL ASTOR GUESTS' COFFEE

THE best "gift" of all
—a cup of *really*
good coffee.

Sold in sealed tins only.
35c the pound.

If you would "try before you buy" send a two-cent stamp for our "get acquainted" tin, enough for five cups of good coffee.

B. Fischer & Co.
190 Franklin St.
New York



HOTEL ASTOR UNCOATED RICE

MAKES a "White
Christmas" dish—
pure, wholesome, *good*.

Full pound sealed
cartons 10c.

If your grocer can't supply you, send us 10c and your grocer's name for a full pound carton, post paid.

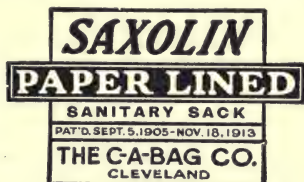
B. Fischer & Co.
190 Franklin St.
New York



Today's the Day!

When You Buy Flour

You want it pure, fresh and clean. You can be sure it is if you insist on this mark on the sack.



No Dirt, Dust or Impurities
of any sort can touch
the flour.

It is not Wasted in Handling
It can't sift out.

It Reaches You Full Weight
as pure, fresh and clean
as when it left the mill.

Ask for Flour in Saxolin Sacks

**The Sack that keeps the
Flour *IN* and the Dirt *OUT***

The Cleveland-Akron Bag Co.
Cleveland



HOUSEWIVES LEAGUE

**National Movement for Federation of
Housewives.**

Organized to uphold the enforcement of laws which affect food supplies, the family health, the cost of living, and to secure further legislation, when necessary, toward that end.

Educational—Defensive—Constructive

MEMBERS ARE REQUESTED:

- To insist upon full weights and measures.
- To insist upon cleanliness in the handling of food.
- To protest against the exposure of all food to contamination from dirt, flies, or other infection and to refuse to purchase such food.
- To read carefully all labels on canned and bottled goods and to report any violation of the pure food and drugs act.
- To make personal investigation into the sanitary condition of their markets, grocery, bakery, dairy, laundry, delicatessen and confectionery stores.
- To, as far as possible, refuse to purchase cold storage poultry, fish, butter, eggs, fruit, etc., which have been held to the detriment of condition or advancement of price.
- To secure two new members for the organization.

In Justice to Tradesmen.

Members are also requested:

- To so plan their orders that but one delivery a day is required.
- To pay cash or settle all credit accounts promptly.
- To patronize tradesmen who comply with the laws.
- To refrain from handling articles of food that are exposed for sale.
- To give preference to food distributing stores that close not later than seven P. M.

**INFORMATION IN REGARD TO THE LAWS WHICH
AFFECT THE HOME MAY BE FOUND IN:**

- The Sanitary Code of your local Board of Health.
- Your State Department Labor Laws.
- The office of your Commission of Weights and Measures.
- Valuable information can also be secured in the publications of the Department of Agriculture at Washington.
- This information may be secured free by applying to above-named Departments.

**MEMBERS ARE REQUESTED TO REPORT VIOLATIONS
AND PERSONAL OBSERVATIONS TO
SECRETARY OF CENTRAL COUNCIL.**

There shall be four classes of members:

- Active**—To consist of Housewives and others who are buyers of food products. Dues, 10 cents annually, including badge for membership in National organization.
- Associate**—Men and women, not direct buyers of food products, but who wish to further the work of the organization. Dues, \$1.00 annually, including badge.
- Sustaining Persons** who contribute more than \$1.
- Affiliated**—Members of clubs and organizations recording their approval of the movement.
- Founder and National President**—Mrs. Julian Heath, 25 W. 45th St. Tel. 4513 Bryant.
- Honorary Vice-President**—Mrs. Francis Bowes Sayre.
- National Vice-President**—Miss Edith Deshler.
- National Secretary**—Mrs. Thomas A. Fulton.
- National Treasurer**—Mrs. Egbert V. S. Chamberlin.



Yours for 5 Cents

This "one-cake" package of fresh-keeping Dromedary Cocoanut, a cook-book of 40 tempting cocoanut recipes, and a 10c Dromedary cookie-cutter—all sent you on receipt of 5 cents (partially to cover postage and packing) and your name and your grocer's.

The Hills Brothers Company
Dept. 21, 375 Washington Street
New York



Send Her As YOUR Messenger

THROUGH her, you can do much—
with Red Cross Christmas Seals.

She goes into the homes of the unfortunate in your community and helps conquer Tuberculosis. Every Red Cross Christmas Seal you buy helps to save the sick and to prevent infection.

Use RED CROSS CHRISTMAS SEALS

on everything you mail or wrap.

RED CROSS CHRISTMAS SEALS
1 Madison Avenue, New York
Telephone 4758 Gramercy

WANTED

Copies of the
Housewives League Magazine

FOR

JANUARY, 1913

and **MARCH, 1914**

Our supply of the January, 1913, March, 1914, and Sept., 1915, issues of the **HOUSEWIVES LEAGUE MAGAZINE** is entirely exhausted, and we greatly need several copies to complete sets for binding. We should consider it a great favor if any member would let us have whatever extra copies of these issues she may possess, and in return would gladly accord her a four months free subscription to the magazine.

Send to the

**HOUSEWIVES LEAGUE
MAGAZINE**

450 Fourth Avenue New York.

"The Crowning Attribute of Lovely Women is Cleanliness"

NAIAD DRESS SHIELDS

add the final assurance of cleanliness.

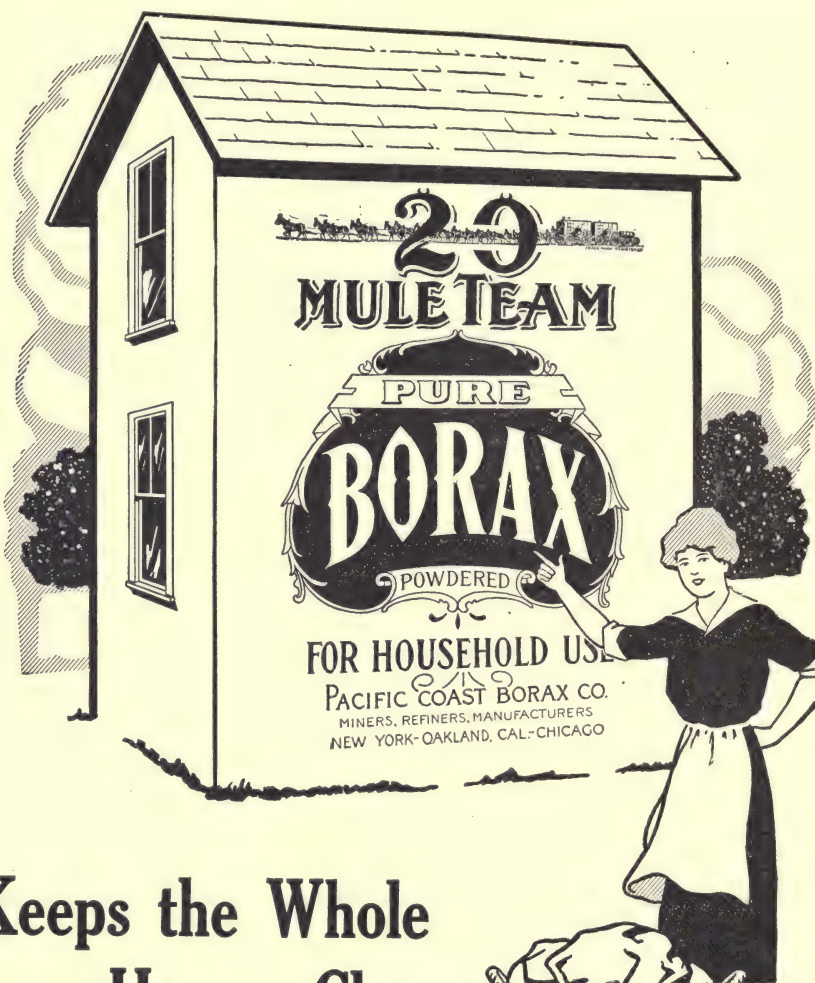
FREE FROM RUBBER

Can be quickly sterilized in boiling water. All styles and sizes to fit every requirement. Regular, Full Dress and Shirt Waist are made in flesh color. Guarantee with every pair.

Naiad Waterproof Sheeting for the Nursery and Hospital

The C. E. CONOVER CO., Mfrs., 101 Franklin Street, New York





Keeps the Whole House Clean

Her Best Friend

Your own dealer sells 20 Mule Team Borax and 20 Mule Team Borax Soap Chips. Ask him about it today.

Note: Valuable Library Slips in Each Package



SUGAR

25lbs 98¢

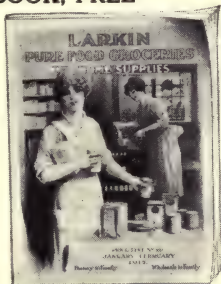
YOU can purchase 25 lbs. of the best Granulated Cane Sugar for 98c when ordered with other money-saving Larkin Groceries, such as flour, coffee, tea, canned vegetables, dried vegetables, ham, bacon, fish, cereals, crackers, preserved fruits, dried fruits, relishes, confectionery; laundry and toilet supplies of all kinds.

Satisfaction Guaranteed

You may order any quantity of Larkin Groceries and thoroughly test their quality. After using a part in making this test if you do not pronounce them of the finest quality and see that you have saved money, we will take back what is left and refund the entire cost to you. Our money-back Guaranty makes certain your satisfaction with the quality and saving.

GROCERY BOOK, FREE

Write today for this Pure - Food Book which will be sent to you for six months, free, upon request. It illustrates and describes in full all our groceries and household supplies, and contains also many recipes and valuable suggestions from the Larkin Kitchen. Every member of the Housewives League should have a copy. Send for yours today.



Larkin Co.

Buffalo, N. Y. Peoria, Ill. Chicago, Ill.

THIS BRINGS THE BOOK

Larkin Co. Send Coupon to nearest address.

Please send me, free, your money-saving Grocery Book No. 36.

Name

Address

Jan.

How One Woman Solved the High Cost of Breakfasts

She found that chops, steaks, bacon and eggs—all were high and going higher.

What did she do? Serve less nourishing food? No. She gave her family a food *more* nourishing than meat or eggs, at a cost of less than ½-cent a dish!

Will you let H-O do the same for you?

H-O

THE ONLY STEAM-COOKED

Oatmeal

The H-O Company, Buffalo, N.Y.
Makers of H-O, Force, and Presto.

The REAL Staff of Life

Reduces Your Meat Bills

Because you persist in eating unnourishing white bread you must eat lots of high priced meat for real nourishment.

You would not need so much meat—and any physician will tell you that much suffering would be avoided if folks would eat bread which has not been robbed of its nutritive elements for mere whiteness—bread made of

BALLARD'S

Whole Wheat

Graham Flour

It contains all the food value of the best winter wheat. Pure, clean and good, in convenient cartons. No dust, no dirt, no germs.

Plain or Self-Rising

If your dealer does not handle it, send us his name and we will have you supplied immediately.

Ballard & Ballard Co., (Inc.)
Louisville, Ky



Advertisements for food supply stores are guaranteed for sanitation only.

Makes Dainties Daintier

It's the delightful
flavor that makes

MAPLEINE

so well liked in frostings, fillings,
candies, ice cream, whipped
cream, dainty desserts.

Splendid for Syrups

2-oz. bottles 35c.

1-oz. bottles 20c.

Sold by Grocers, or write Dept. 43

CRESCENT MFG. CO.

Seattle, Wash.



HOUSEWIVES LEAGUE

National Movement for Federation of Housewives

Organized to uphold the enforcement of laws which
affect food supplies, the family health, the cost of
living, and to secure further legislation, when neces-
sary, toward that end.

Educational—Defensive—Constructive

MEMBERS ARE REQUESTED:

- To insist upon full weights and measures.
- To insist upon cleanliness in the handling of food.
- To protest against the exposure of all food to con-
tamination from dirt, flies, or other infection and to
refuse to purchase such food.
- To read carefully all labels on canned and bottled
goods and to report any violation of the pure food
and drugs act.
- To make personal investigation into the sanitary
condition of their markets, grocery, bakery, dairy,
laundry, delicatessen and confectionery stores.
- To, as far as possible, refuse to purchase cold
storage poultry, fish, butter, eggs, fruit, etc., which
have been held to the detriment of condition or ad-
vancement of price.
- To secure two new members for the organization.

IN JUSTICE TO TRADESMEN

Members Are Also Requested:

- To so plan their orders that but one delivery a
day is required.
- To pay cash or settle all credit accounts promptly.
- To patronize tradesmen who comply with the laws.
- To refrain from handling articles of food that are
exposed for sale.
- To give preference to food distributing stores that
close not later than seven P. M.

INFORMATION IN REGARD TO THE LAWS WHICH AFFECT THE HOME MAY BE FOUND IN:

- The Sanitary Code of your local Board of Health.
- Your State Department Labor Laws.
- The office of your Commission of Weights and
Measures.
- Valuable information can also be secured in the
publications of the Department of Agriculture at
Washington.
- This information may be secured free by applying
to above-named Departments.

MEMBERS ARE REQUESTED TO REPORT VIOLATIONS AND PERSONAL OBSERVATIONS TO SECRETARY OF CENTRAL COUNCIL.

There shall be four classes of members:

- Active**—To consist of Housewives and others who
are buyers of food products. Dues, 10 cents annually,
including badge for membership in National organiza-
tion.
- Associate**—Men and women, not direct buyers of
food products, but who wish to further the work of
the organization. Dues, \$1.00 annually, including
badge.
- Sustaining**—Persons who contribute more than \$1.
- Affiliated**—Members of clubs and organizations re-
cording their approval of the movement.
- Founder and National President**—Mrs. Julian
Heath, 175 W. 88th St. Tel. 6583 Riverside.
- National Vice-Presidents**—Mrs. H. B. Caraway,
and Miss Edith Desher.
- National Secretary**—Mrs. Thomas A. Fulton.
- National Treasurer**—Mrs. Egbert V. S. Cham-
berlin.

HOLY FATHER BRAND OLIVE OIL FROM THE Italian Riviera

Better and more economical than
butter. Known to the Housewives
as THE PUREST ON SALE

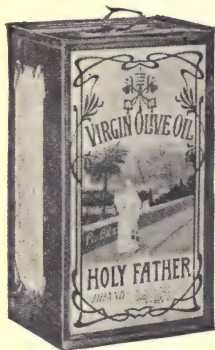
Absolutely Unadulterated

1 gal.	9 lbs.\$2.25
1/2 gal.	5 lbs. 1.15
1 quart	3 lbs.60
1 pint	2 lbs.30

Plus express or parcel post charges.
Shipped c.o.d. Special prices for
Dealers or Cooperative Buyers.

ITALIAN IMPORTING CO.
OF NEW YORK

426 Washington Street, New York



CAREFUL HOUSEKEEPERS

Use a Reliable Disinfectant all over the house.
A cupful in a pail of water for scrubbing floors
and woodwork.

Pour a little in the sink, tubs, basins, and toilets
daily. Destroys Germs and Bad Odors.

Wash refrigerators and store-rooms.

Has no disagreeable odor.

Safe, Strong and Economical.

Two Sizes: 25 and 50 cents

Platt's Chlorides,

The Odorless Disinfectant.

Sample and Booklet "The Sanitary Home," FREE

HENRY B. PLATT, 12 Cliff St., New York

5 Lbs. GUARANTEED COFFEE \$1

DELIVERED FREE

Direct from New York's Oldest Wholesalers

In Greater New York and within 25 miles
C. O. D. 10 lbs. delivered free within 1,000 miles.
Bean or ground.

Satisfaction guaranteed or money refunded.

Club orders a specialty—write for particulars.

Phone, Cortlandt—3471.

GILLIES COFFEE CO.,

237-239 Washington St., N. Y. City

Between Park Place and Barclay Street.

ESTABLISHED 74 YEARS.

Advertisements for food supply stores are guaranteed for sanitation only.



EAT-BRAN MUFFINS

(Nature's Food Laxative)

TO ORDER BY **K. M. BRADLEY**

503 West 121st Street, New York

Price 25c per dozen

Orders delivered by Parcel Post

Phone 5010 Morningside



TOAST

Try a package of PURITY TOAST,
it's Pure, Delicious and Wholesome.

ASK YOUR GROCER

PURITY BREAD CO., St. Paul, Minn.



TRIP-O-LEE CLEANSER

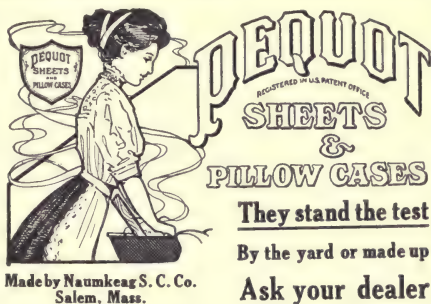
5c.

Does Your Cleaning and Scouring
Effectively and Economically
Without Injury to Hands

Include Trip-O-Lee in Your
Shopping List

At Grocers, Department Stores
AND

Woolworth's 5 and 10c Stores



SAFE HOME MATCHES

Made by The Diamond Match Company

Are Inspected and Labeled by the Underwriters' Laboratories, Inc.



THE first phosphorus match was made in 1812. Then, for a hundred years, man forgot about matches. He invented the telegraph, the telephone, the wireless, the turbine engine, the ocean liner, the flying machine. He gridironed the surface of the earth with railroads. But matches? Pooh! They seemed too small to bother about.

And yet, if there is one thing more than another that this country has needed, it is a better match—a match that will strike anywhere and yet be safe—a match that won't spark or sputter, or break

easily—a match that will burn evenly and is non-poisonous.

The SAFE HOME match is a real safety match. It strikes anywhere. It does not spark. It does not sputter. It burns evenly. The stick is strong and sturdy. You cannot break it unless you apply very much more force than you are likely to do.

When you blow out a SAFE HOME match it is OUT. And it stays out.

Every SAFE HOME match is chemically treated to prevent afterglow.

BEST OF ALL, the SAFE HOME match is non-poisonous.

Ask for the SAFE HOME match by name.

Made only by **THE DIAMOND MATCH COMPANY**

At the Headquarters of

The Housewives League

No. 25 West 45th Street

we have installed a complete

HOME KITCHEN

so that every housewife may witness cooking demonstrations under present day hygienic conditions.

In addition to a Gas Range you will find all the other Gas Appliances that should have a place in a

MODERN KITCHEN

Do not forget to visit the spacious Headquarters and obtain information in the use of a Gas Range, Gas Water Heater and other up-to-date Gas utensils.

“The Right Way is the Gas Way”

Consolidated Gas Company of New York

GEO. B. CORTELYOU, President

TRY THIS NEW "DOMINO QUALITY" PRODUCT

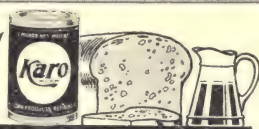
CRYSTAL DOMINO SYRUP

The latest addition to the famous Crystal Domino Family is our new 10c package of Domino Syrup. On pancakes and waffles we believe you will find this pure, cane-sugar product the peer of maple, while for making cookies and candies it is unequaled.



The AMERICAN SUGAR REFINING COMPANY
ADDRESS...NEW YORK

The Spread
for Bread



Karo



NOTHING is more natural for healthy, active children than eating between meals. What they need is a good, energy restoring food. Give them bread spread thick with Karo. It is pure, nourishing, and it stimulates energy. For candy making and as a sweetening in general cooking Karo is unsurpassed.

Send for the Corn Products Cook Book. It contains many helpful hints for the housewife.

CORN PRODUCTS REFINING CO.,
Dept. YY New York P. O. Box 161



This domestic science' booklet contains illustrations and recipes for making forty nourishing kinds of breads, buns, etc., with FLEISCHMANN'S YEAST.

Yours for the asking.

THE FLEISCHMANN CO.,
701 Washington St. New York



"The Crowning Attribute of Lovely Woman is Cleanliness"

The well-dressed woman blesses and benefits herself—and the world—for she adds to its joys.

NAIAD DRESS SHIELDS

add the final assurance of cleanliness and sweetness. They are a necessity to the woman of delicacy, refinement and good judgment.

Naiad Dress Shields are hygienic and scientific. They are absolutely free from rubber with its unpleasant odor. They can be quickly sterilized by immersing in boiling water for a few seconds only. The only shield as good the day it is bought as the day it is made.

Made in all styles and sizes to fit every requirement of Woman's Dress.

At stores or sample pair on receipt of 25c. Every pair guaranteed.

C. E. Conover Co., Mfrs., 101 Franklin St., New York



EAT some Dromedary Dates and learn what good dates are.

Sold only in sealed packages by Grocers and Fruit Stores everywhere

The HILLS BROTHERS Co.
Dept. 21, 375 Washington St., New York



Advertisements for food supply stores are guaranteed for sanitation only.

An Appeal to the Housewives League

As members of an organization which has for its purpose a clearer conception of the cost of living, you are interested in Oleomargarine.

For the sake of fairness and your own personal interest, you should try

"Swift's Premium" Oleomargarine

No need to speak about its purity—the U. S. Inspected and Passed stamp on each carton guarantees that.

Nor of its wholesomeness and health giving qualities—doctors everywhere hail Oleomargarine as a most nutritious product.

But we want especially that you should learn its pleasing, appetizing appearance, and its satisfactory, low price.

At this season of the year, when butter supply is limited, "Swift's Premium" Oleomargarine comfortably cuts the cost of living.

Purchase a carton from your dealer.

Swift & Company
U. S. A.



The Value of this Magazine

A subscriber writes to us that she cannot renew her subscription to the HOUSEWIVES LEAGUE MAGAZINE because the necessary dollar has gone to the Belgians.

We do not want to divert any dollars from the Belgians, but it is a short-sighted policy to try to save dollars for any purpose by doing without our official organ. By utilizing the information it contains

You Can Save Many Dollars

No consumer, in this time of economic distress, can afford to be without this magazine. It contains information which has never before been placed within the reach of the housewife and which is absolutely essential to wise expenditure. If you are not a subscriber,

Subscribe Now!

If you have not renewed your subscription, renew now. Our power is in knowledge and concerted action, and only through our official organ can we gain the knowledge and maintain the organization necessary to protect our homes.

SUBSCRIPTION BLANK

Housewives League Magazine

Publication Office: 27 East 22nd Street, New York.

Enclosed find \$1.00 for a year's subscription for the

HOUSEWIVES LEAGUE MAGAZINE

to commence with the current number.

Name.....

Post-Office.....

Street or Box.....State.....

Advertisements for food supply stores are guaranteed for sanitation only.



“Sure, I’m the Florida Orange Kid!”

“That’s what my daddy calls me. Mamma says I was a pretty delicate looking chap when the doctor told her to let me eat all the Florida oranges I wanted. I ’spect I look well enough now to show that oranges are good for me. Mamma buys them by the box ’cause I eat so many—and the boxes have big red letters on the side. She says these Florida oranges won’t give me pain in my ‘tummy’— even if I do eat a lot of them. I can pick out the oranges that are good for me, down at the store, by these big red letters.”

FLORIDA

CITRUS EXCHANGE

Only choice oranges and grapefruit are sent to market under this brand. The growers who compose the Exchange ship none but tree-ripened fruit. They believe that the interests of consumers and producers are identical. Their motto is, “A square deal to all,” including the dealers who distribute the fruit.

Florida oranges and grapefruit of surpassing quality never were so plentiful as this year. The members of the Florida Citrus Exchange go to great expense to pack their fruit so that it will reach you in prime condition. It is handled only by white-gloved workers from the trees to the railroad cars, and is carefully selected so that none but the good oranges and grapefruit are sent to market. You can safely buy this superior fruit by the box—it will keep for a long time with ordinary care.

The mark of the Exchange on the boxes and wrappers is the sign of quality and your protection against unripe, inferior fruit. Most good dealers carry Florida Citrus Exchange fruit and yours will do so if you insist. Should you have trouble in getting Exchange fruit in your neighborhood, drop us a line and we will try to refer you to a dealer who sells it. Booklet containing scores of recipes for using oranges and grapefruit, as food and for drink, mailed for four cents in stamps.

FLORIDA CITRUS EXCHANGE, 629 CITIZENS’ BANK BUILDING
TAMPA, FLORIDA



FOR YOUNG COOKS, and experienced cooks as well, this book will prove a real help for variety and economy in home cooking. The

RUMFORD Complete COOK BOOK

By *LILY HAXWORTH WALLACE*

National President of the Associated Clubs of Domestic Science

contains 500 recipes for cooking, preserving, pickling, making ices, beverages and delicious confections of all kinds—256 pages, each full of good practical things easy and inexpensive to make. This book is bound in heavy board covers, full Vellum de Luxe cloth, and will be mailed free, postpaid for 10 cards taken from the pound cans of

Rumford

THE WHOLESOME
BAKING POWDER

This quality powder delights the careful cook because it is so absolutely dependable. Delicious and wholesome biscuits, cakes and pastry are certain every time when Rumford is used. It is highly efficient and economical and makes food retain its freshness for an unusually long time.

Ask your grocer for Rumford Baking Powder—save the cards in the pound cans and send for this free Rumford Complete Cook Book.

RUMFORD CHEMICAL WORKS

Providence, R. I.



NABISCO

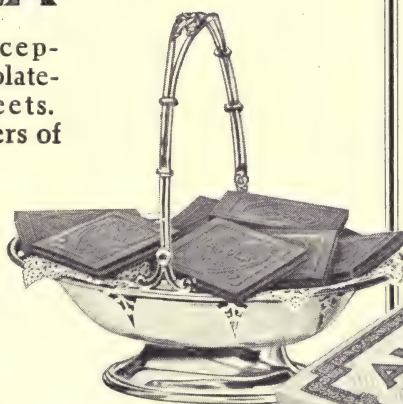
Sugar Wafers

—entrancing sweets which are always and everywhere popular. Wafer confections centered with delicately flavored cream. The perfect accompaniment for every dessert. In ten-cent tins; also in twenty-five-cent tins.



ANOLA

—a new conception in chocolate-flavored sweets. Exquisite wafers of crisped baking with chocolate-flavored cream nestling between. Anola has achieved a new delight which only taste can tell—a flavor which gives immediate pleasure. In ten-cent tins.



NATIONAL
BISCUIT
COMPANY



Cox's

Instant Powdered

GELATINE



THIS is the "Season of Spice," and here is a delightful new spice dessert—fresh and sparkling, and easy to make.

This holiday season is just the time to let Cox's Instant Powdered Gelatine help you serve the daintiest desserts imaginable. Remember, it dissolves instantly in warm water! Drop us a postal for

Cox's New Manual of Gelatine Cookery

by Marion Harris Neil. Besides its many dessert recipes it tells how Cox's Gelatine will help you in your general cooking, adding nourishment and attractiveness to many, many dishes.

Write for a free copy, today.

THE COX GELATINE CO.

Dept. J, 100 Hudson Street
NEW YORK

Sole Agents in U. S. A. for
J. & G. Cox, Ltd.
Edinburgh, Scotland



Spice Jelly

Seven to eight persons

1½ oz. (3 heaping tablespoonfuls)
COX'S INSTANT POWDERED GELATINE.

1½ pints (3 cups) water.

9 oz. (9 tablespoonfuls) sugar.

6 cloves.

1 inch cinnamon.

1 blade mace.

1 teaspoonful coriander seeds.

Thinly cut rind 2 oranges.

Thinly cut rind 1 lemon.

Whites and shells 2 eggs.

1 teaspoonful red coloring.

Some iced cakes.

Put the Gelatine into a saucepan, and add all the other ingredients except the coloring. Beat until boiling, remove beater, allow to boil up, draw to one side, cover and leave for 5 min. it's. Strain through a hot jelly bag, add coloring and pour into a wet mold. When set, turn out and garnish with cubes of sponge cake iced with pale green icing and a nut meat on top of each.

Libby's

California Asparagus

Famous Sacramento Valley Asparagus — the finest in the world — picked before sun-up and packed the same day by "Libby" chefs in "Libby" Kitchens within a stone's throw of the fields.

The wonderful delicate flavor of its big, white, tender stalks will be a genuine revelation to you.



Libby, McNeill & Libby - Chicago



Beech-Nut

Tomato Catsup

This delicious Beech-Nut Catsup costs you no more than ordinary commercial catsup. There is more *real* catsup in the bottle — more concentration, *less water*.

WHEN we took the catsup problem in hand, we soon learned that the only way to make a *Beech-Nut Delicacy* of Tomato Catsup is to put up the *tomatoes direct* from the *vines*—retaining the fresh tomato flavor.

Here in Rochester we get the finest tomatoes in the world. *Two hours* only in the making—and the Catsup is finished, bottled, sterilized, ready for your table.

Tell your grocer to send you a bottle of Beech-Nut Tomato Catsup of this season's packing. Its flavor is fine.

BEECH-NUT PACKING COMPANY

CANAJOHARIE, N. Y.

Catsup Plant at Rochester, N. Y.

HOUSEWIVES LEAGUE MAGAZINE

MRS. JULIAN HEATH
SUPERVISING EDITOR

FEBRUARY, 1915



Single Copy 10c

By the Year \$1.00



**“WHITE”
BREAD
LOOKS
FINE!**

But it lacks Food Value. The color proves it. What you should have is the “Creamy” loaf made from

“PILLSBURY’S BEST” FLOUR

On this all Food Experts agree. This flour is ground from “hard” wheat. It is rich in “gluten.” The loaf shows it. It fairly glows with Vigor—Nourishment. Its color is a rich cream. Choose “Pillsbury’s Best” Flour, Madam! Buy for nourishment as well as good looks.

A good
thing
to start
work on



"Swift's Premium" Ham or Bacon

It is not necessary to parboil "Swift's
Premium" Ham before broiling or frying.

Advertisements for food supply stores are guaranteed for sanitation only.

The Shadow of War

The world is one, and when one part suffers all the others suffer with it. Immediately on the outbreak of the European war, neutral and non-combatant Americans felt the effects in the rising price of foodstuffs. To-day the shadow darkens.

Our Bread Supply Is Threatened!

It is a time for every housewife to enroll in defense of her home, and to say to those who are sending our foodstuffs abroad: "We are glad to spare what we can to satisfy the need of other nations, but we are determined to keep enough at home to feed our own children."

Never has the Housewives League had such an important work to do as at the present moment, but it cannot exert the power that it ought till every housewife is numbered in its ranks. If you are not a member, join now. If you are not a subscriber to the Housewives League Magazine,

Subscribe Now!

Our power is in knowledge and concerted action, and only through our official organ can we gain the knowledge and maintain the organization necessary to protect our homes.

SUBSCRIPTION BLANK

Housewives League Magazine

Publication Office: 27 East 22nd Street, New York.

Enclosed find \$1.00 for a year's subscription for the

HOUSEWIVES LEAGUE MAGAZINE

to commence with the current number.

Name

Post-Office

Street or Box..... State.....

KNOW THE MARKET

Knowing prevailing market conditions is the open Sesame to the saving of many dollars in household expenditure.

The Housewives Marketing Guide

ISSUED EVERY WEDNESDAY

UNDER THE DIRECTION OF MRS. JULIAN HEATH

National President of the HOUSEWIVES LEAGUE

gives each week a complete resumé of market conditions; tells what meats, vegetables, fruits, etc., are plentiful, and therefore cheap; what ones are scarce, and consequently high priced; and quotes current wholesale prices and fair retail prices on all foodstuffs.

This information is furnished by Mr. P. Q. Foy, Market Expert, and is thoroughly reliable.

Avail yourself of the invaluable suggestions contained in The Housewives Marketing Guide by filling in the blank below and mailing to address given.

SUBSCRIPTION BLANK

J. W. JOUVENAT, Business Manager,
Housewives Marketing Guide,
288 Washington St., New York City.

Enclosed find \$1.50 for one year's subscription for the Housewives Marketing Guide, to commence with the current number.

Name.....

Post-Office.....

Street or Box..... State.....

CLUB RATE: Housewives League Magazine and Marketing Guide, \$2.00 Per Year

At the Headquarters of

The Housewives League

No. 25 West 45th Street

we have installed a complete

HOME KITCHEN

so that every housewife may witness cooking demonstrations under present day hygienic conditions.

In addition to a Gas Range you will find all the other Gas Appliances that should have a place in a

MODERN KITCHEN

Do not forget to visit the spacious Headquarters and obtain information in the use of a Gas Range, Gas Water Heater and other up-to-date Gas utensils.

"The Right Way is the Gas Way"

Consolidated Gas Company of New York

GEO. B. CORTELYOU, President



Ordinary
bottle cap
which must
be removed
by fork.

The San
Lac Seal
which is
easily removed
by hand.

The Cap that Keeps Milk Clean

The proper *protection* of milk from the dairy to *your* table is a matter of as much importance as its source.

The ordinary bottle cap which most milk dealers use is not only difficult to remove, but it is a "catch-all" for dust, dirt and germs. Study the illustrations above—then ask your milkman to serve you

SAN LAC SEALED MILK

He'll be glad to protect his milk with the San Lac Seal, if you show him what a wonderful improvement this cap is over the ordinary kind. Just a glance at the milk bottles above will convince *you* that the San Lac Seal is best for you, because it is *convenient*; best for your milkman, because it *protects* his milk and brings it to you absolutely *clean*.

Use the coupon and let us send you samples of the San Lac Seal. Give some to your milkman—show him how it fits in the cap seat of the bottle and covers the *entire* top, keeping out all impurities. Tell him *you* want San Lac Sealed Milk. The chances are he won't refuse, for it means more business for him.

The
Pa Pro
Company
Lowville, New York

Please send me samples of the San Lac Seal.

Name _____

Address _____

Milkman's }
name

His address _____

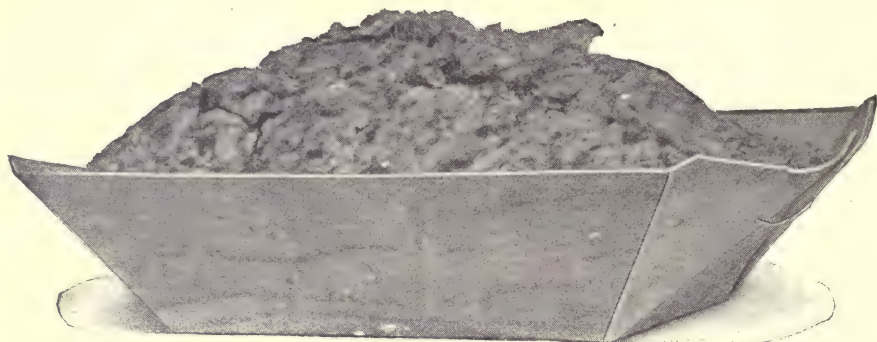
The Pa Pro Company

Makers of Paper Products

LOWVILLE, NEW YORK



THIS IS THE MAPLE DISH



Every retail food dealer should use it
Request its use. Commend its use
It protects the food. It does not waste it

ECONOMY in the use of BUTTER

By using the following recipe one pound of Butter will double its weight and cut your butter bill almost one-half:

BUTTER MIXTURE

1 lb. good butter 1 heaping teaspoonful Knox Gelatine
2 pint bottles milk 2 teaspoonfuls salt

Take the top cream of two pint bottles of milk and add enough of the milk to make one pint.

Soak the gelatine in two tablespoonfuls of the milk 10 minutes; place dish over hot water until gelatine is thoroughly dissolved. Cut the butter in small pieces and place same in a dish over hot water until the butter begins to soften; then gradually whip the milk and cream and dissolved gelatine into the butter with a Dover egg beater. After the milk is thoroughly beaten into the butter add the salt to taste.

If the milk forms keep on beating until all is mixed in. Place on ice or in a cool place until hard. If a yellow color is desired, use butter coloring.

NOTE. This mixture is intended for immediate use, and will do the work of two pounds of ordinary butter for table use and for baking cakes, muffins, etc.

KNOX SPARKLING GELATINE

is also used to make Desserts, Jellies, Puddings, Ice Creams, Sherbets, Candies, etc.

Let us send you our recipe book. It is FREE for your grocer's name.

Pint sample (enough to make two lots of the Butter Mixture) will be sent for 2c stamp.

CHARLES B. KNOX CO., 321 Knox Avenue, Johnstown, N. Y.

Florida Oranges and Grape Fruit

RIPENED on the trees. Picked to your order. Shipped the day picked. Delivered to your home in New York.

Oranges, \$3.00 per box

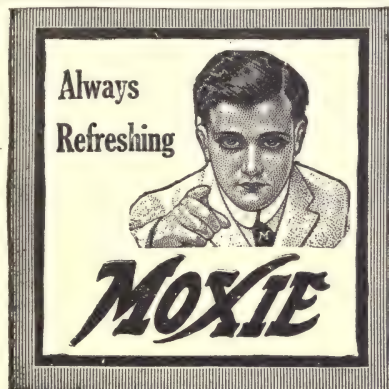
Grape Fruit, \$3.50 per box

Combination, \$3.25 per box

Send draft, express order or postal order to

MRS. L. L. CHOLLAR Zarayda Grove
Brownville, De Soto County, Florida

Reference—First Nat'l Bank, Arcadia, Florida



BORDEN'S
GRADE A MILK

PASTEURIZED

Clean Rich Safe Milk

This milk is produced and handled under conditions that show a full appreciation of your natural love for cleanliness and safety. We supervise its production, pasteurize it and bottle it in the country, deliver it in sterilized containers and sell it at a moderate price.

BORDEN'S CONDENSED MILK CO.

Telephone: 5360 Franklin

108 Hudson Street, N. Y.

SUGAR

37/8¢ per lb.

YOU can purchase 25 lbs. of the best Granulated Cane Sugar for 98c when ordered with other money-saving Larkin Groceries, such as flour, coffee, tea, canned vegetables, dried vegetables, ham, bacon, fish, cereals, crackers, preserved fruits, dried fruits, relishes, confectionery; laundry and toilet supplies of all kinds.

Satisfaction Guaranteed

You may order any quantity of Larkin Groceries and thoroughly test their quality. After using a part in making this test if you do not pronounce them of the finest quality and see that you have saved money, we will take back what is left and refund the entire cost to you. Our money-back Guaranty makes certain your satisfaction with the quality and saving.

GROCERY BOOK, FREE

Write today for this Pure - Food Book which will be sent to you for six months, free, upon request. It illustrates and describes in full all our groceries and household supplies, and contains also many recipes and valuable suggestions from the Larkin Kitchen. Every member of the Housewives League should have a copy. Send for yours today.



Larkin Co.

Buffalo, N. Y. Peoria, Ill. Chicago, Ill.

THIS BRINGS THE BOOK

Larkin Co. Send Coupon to nearest address.
Please send me, free, your money-saving Grocery Book No. 36.

Name

Address

.....
Feb.

A Hint For The Hostess

Prepare your dainty cakes
and desserts with

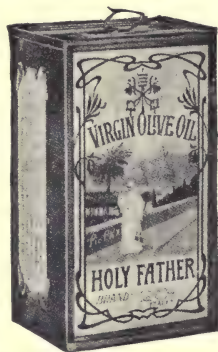
MAPLEINE

You'll be delighted with the
flavor.

Mapleine, hot water and cane
sugar makes delicious syrup for
hot cakes.

Get it from a grocer,
or write us, Dept. 43

CRESCENT MFG. CO.
Seattle, Wash.



HOLY FATHER BRAND OLIVE OIL

FROM THE
Italian Riviera

Better and more economical than
butter. Known to the Housewives
as **THE PUREST ON SALE**

Absolutely Unadulterated

1 gal.	9 lbs.	\$2.25
½ gal.	5 lbs.	1.15
1 quart	3 lbs.60
1 pint	2 lbs.30

Plus express or parcel post charges.
Shipped c.o.d. Special prices for
Dealers or Cooperative Buyers.

ITALIAN IMPORTING CO.
OF NEW YORK
426 Washington Street, New York

CAREFUL HOUSEKEEPERS

Use a Reliable Disinfectant all over the house.
A cupful in a pail of water for scrubbing floors
and woodwork.

Pour a little in the sink, tubs, basins, and toilets
daily. Destroys Germs and Bad Odors.
Wash refrigerators and store-rooms.
Has no disagreeable odor.

Safe, Strong and Economical.

Two Sizes: 25 and 50 cents

Platt's Chlorides,

The Odorless Disinfectant.

Sample and Booklet "The Sanitary Home," FREE

HENRY B. PLATT, 12 Cliff St., New York



TRIP-O-LEE CLEANSER

5c.

Does Your Cleaning and Scouring
Effectively and Economically
Without Injury to Hands

Include Trip-O-Lee in Your
Shopping List

At Grocers, Department Stores

—AND—

Woolworth's 5 and 10c Stores

Advertisements for food supply stores are guaranteed for sanitation only.

HOUSEWIVES LEAGUE

National Movement for Federation of Housewives

Organized to uphold the enforcement of laws which
affect food supplies, the family health, the cost of
living, and to secure further legislation, when neces-
sary, toward that end.

Educational—Defensive—Constructive

MEMBERS ARE REQUESTED:

To insist upon full weights and measures.

To insist upon cleanliness in the handling of food.

To protest against the exposure of all food to con-
tamination from dirt, flies, or other infection and to
refuse to purchase such food.

To read carefully all labels on canned and bottled
goods and to report any violation of the pure food
and drugs act.

To make personal investigation into the sanitary
condition of their markets, grocery, bakery, dairy,
laundry, delicatessen and confectionery stores.

To, as far as possible, refuse to purchase cold
storage poultry, fish, butter, eggs, fruit, etc., which
have been held to the detriment of condition or
advancement of price.

To secure two new members for the organization.

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The Sanitary Code of your local Board of Health.

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the organization. Dues, \$1.00 annually, including
badge.

Sustaining—Persons who contribute more than \$1.

Affiliated—Members of clubs and organizations re-
quiring their approval of the movement.

Founder and National President—Mrs. Julian Heath,
175 W. 88th St. Tel. 6583 Riverside.

National Vice-Presidents—Mrs. H. B. Caraway,
and Miss Edith Deshler.

National Secretary—Mrs. Thomas A. Fulton.

National Treasurer—Mrs. Egbert V. S. Chamberlin.



What These Packages Represent

NOT so many years ago just "sugar" was an expensive luxury—pure sugar unknown.

Our grand-parents either sweetened their food and drink with maple or molasses or, at considerable trouble, obtained the costly product of the sugar-cane in crudely formed and imperfectly refined loaves.

How different are conditions today! To secure perfection in sugar products you need only 'phone your grocer for:

Crystal Domino Full or Half - Size pieces—for Tea or Coffee (Note the new 10c package on the tray).

Crystal Domino Granulated—for Cooking or Preserving.

Crystal Domino Confectioners' — for Icings or Fine Confections.

Crystal Domino Powdered—for Fruits or Cereals.

Crystal Domino Syrup — for Waffles, Griddle Cakes or making Candies and Cookies (Note the new 10c container on the tray).

LIKE other worth-while achievements, this perfection has required enormous effort. Far-off tropical islands have yielded the raw sugar. Ox-carts, railroads and sugar-laden steamers have all assisted in its transportation to our refineries, where the contents of every bag must pass the expert tests of our watchful chemists and every ounce must be boiled, filtered, evaporated, screened and granulated until absolutely nothing but the crystallized essence of sweetness remains.

No hand must touch the refined, purified sugar.

Marvelous machines must receive and pack it into our dust-tight, germ-proof cartons—sparkling, white, and ready for service on your own pantry shelf.

Weight, Purity, Quality, all guaranteed by

THE AMERICAN SUGAR REFINING CO., Address: NEW YORK

CERTIFIED EGGS from CERTIFIED FARMS

We sell Eggs by Weight—one and one-half pounds Fresh Egg Meat to every dozen. "From our farms to-day and on your table to-morrow."

**We Serve Hotels, Clubs,
Hospitals, Private Families**

We receive regular shipments from our farms of fresh killed dressed poultry, squabs, milk-fed broilers, soft roasters, turkeys, ducks and Guinea hens. Also finest Guernsey Butter.

Delivered everywhere. Ask for our catalogue and prices.

'Phone, write or call. 'Phone, Plaza—8230.

Certified Farms Co. **Main Office:**
26 West 59th Street
(NEXT DOOR HOTEL PLAZA.)

**Shipped From Plants Devoted
Exclusively to Grade-A-Milk**



Sheffield "Sealect"—The only moderate-priced Grade-A-Milk.

Selected for richness and safeguarded by a non-replaceable seal.

Sheffield Farms - Slawson - Decker Co.
524 West 57th Street, New York City

Do You Want To Increase Your Income?

We pay liberal commissions to those who obtain subscriptions for the Housewives League Magazine. Hundreds of thousands of women, whether members of the League or not, are interested in the movement and should welcome the chance to subscribe.

Address: Subscription Department

Housewives League Magazine
27 East 22nd Street New York, N. Y.

**5 Lbs. GUARANTEED
COFFEE \$1**

DELIVERED FREE

Direct from New York's Oldest Wholesalers
In Greater New York and within 25 miles
C. O. D. 10 lbs. delivered free within 1,000 miles.
Bean or ground.

Satisfaction guaranteed or money refunded.
Club orders a specialty—write for particulars.
Phone, Cortlandt—3471.

GILLIES COFFEE CO.,
237-239 Washington St., N. Y. City
Between Park Place and Barclay Street.
ESTABLISHED 74 YEARS.

"The Crowning Attribute of Lovely Women is Cleanliness"



NAIAD DRESS SHIELDS

add the final assurance of cleanliness.

FREE FROM RUBBER

Can be quickly **sterilized** in boiling water. All styles and sizes to fit every requirement. Guarantee with every pair.

Naiad Waterproof Sheeting for the Nursery and Hospital

The C. E. CONOVER CO., Mfrs., 101 Franklin Street, New York

Advertisements for food supply stores are guaranteed for sanitation only.

Here's Health!

**Good Old Doctor Wheat Bran
Brings Continuous Good Health
To Every Member of the Family**

There is more good health in every small carton of Ballard's Sanitary Edible Bran than there is in the entire family medicine chest. It's the king of all laxatives. Nothing known to science equals it for constipation. Make Wheat Bran a part of your daily ration and note the improvement in your health. Don't buy common Wheat Bran. Insist that your grocer or druggist supply

BALLARD'S

Sanitary
Edible Bran

**Nature's
Own Laxative**

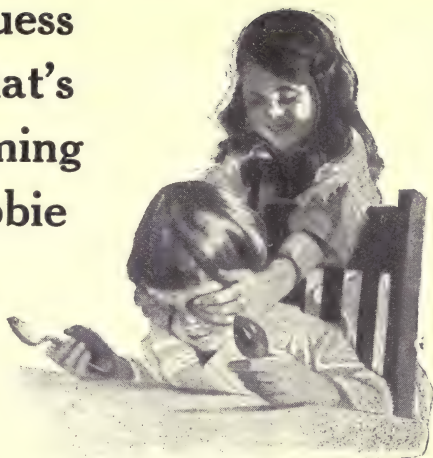
Simple, harmless, inexpensive. Comes to your table pure, clean and good—retaining the **Gluten**—in convenient cartons—no dust, no dirt, no germs.

Better than medicine—cheaper than doctors. If your dealer does not handle it, send us his name and we will have you supplied immediately.

Ballard & Ballard Co. (Inc.)
Louisville, Ky.



“Guess
What’s
Coming
Bobbie



Something You Like Best”

And Bobbie, prepared on every hand, says then he knows what that is, for it's

JELL-O

There are seven *pure fruit* Jell-O flavors, and grocers sell them at **10c.** each.

THE GENESEE PURE FOOD CO., Le Roy, N. Y.

The Only Match Ever Awarded a Grand Prize and Medal for Practical Demonstrated Safety

SAFE



HOME

At the recent Exposition of Safety and Sanitation in New York City, when the latest achievements in promoting public safety and sanitation competed for recognition, the jury of award ordered a Grand Prize—the highest award—and two medals struck in honor of the only match ever proved to be free from ordinary causes of accidental fire and poisoning—the SAFE HOME match. One medal went to The Diamond Match Company and the other to the scientist in its factories who labored long and persistently to make it THE BEST AND SAFEST MATCH ever produced.

Ask to have the SAFE HOME match shown and demonstrated to you when you visit the National Housewives League Headquarters at 25 West 45th Street, New York.

THE DIAMOND MATCH COMPANY

Advertisements for food supply stores are guaranteed for sanitation only.

Your Children Ought to Eat Plenty of H-O

H-O Oatmeal builds flesh and energy
in exactly the proportion in which a
child wears them out in playing.

The *steam-cooked* flavor of H-O is
an invitation in itself. Many chil-
dren who do not like rolled oats,
take to H-O from the start.

Cook only 20 minutes—then serve.

H-O

THE ONLY STEAM-COOKED

Oatmeal

The H-O Company, Buffalo, N.Y.
Makers of H-O, Force, and Presto.



This domestic science booklet contains
illustrations and recipes for making for-
nourishing kinds of breads, buns, etc., with
FLEISCHMANN'S YEAST.

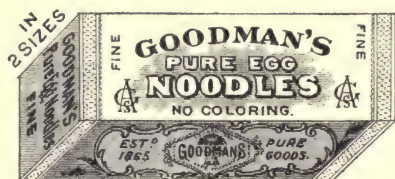
Yours for the asking.

THE FLEISCHMANN CO.,
701 Washington St. New York

Drummedary Dates

Fresh and Delicious as
When First Gathered
Send For Free Book
of Date Recipes

The HILLS BROS. CO.,
Dept. 21 Beach & Washington Sts., New York



Look Well

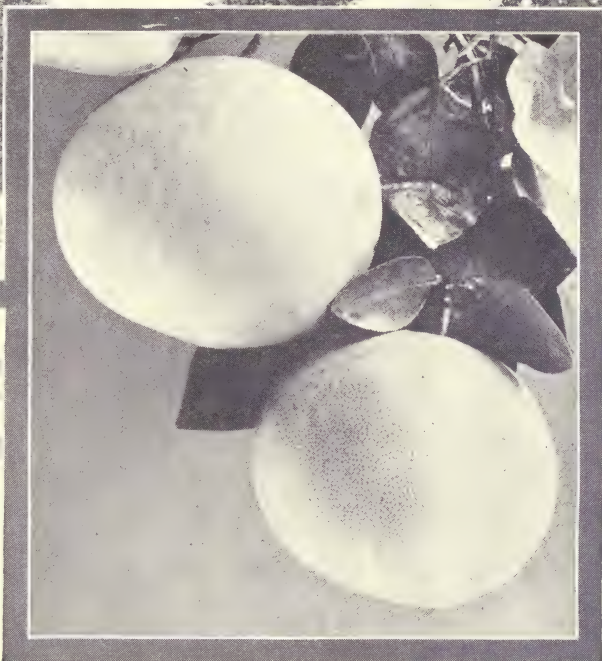
Wear Well

All Widths
and
All Sizes



For Sale
By All
Dealers

Made by
Naumkeag Steam Cotton Co., Salem, Mass.



Grapefruit, Big Brother of the Florida Orange

Almost every one at some time has eaten a Florida orange. No person who ever tasted one that had been ripened on the trees could forget its surpassing flavor, its exceeding juiciness or its satisfying sweetness. That's why so many folks buy Florida oranges whenever they are able to get them with assurance that they are tree-ripened and have been picked, packed and shipped with care.

Florida grapefruit, the big brother of the Florida orange, has not been so generally known. Heretofore the demand for it among epicures has more than exhausted the supply. This year's crop will afford some grapefruit for everybody, however. Try it once and you will understand why persons who know tree-ripened Florida grapefruit consider it the fruit indispensable.

This mark in red on the boxes and on the wrappers of citrus fruits

FLORIDA CITRUS EXCHANGE

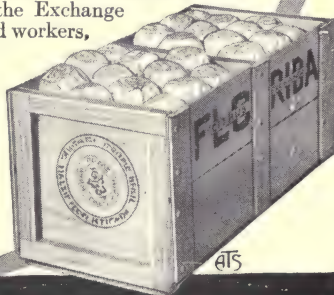
is a guarantee of quality and your protection against unripe fruit

The Florida Citrus Exchange is composed of orange and grapefruit growers working together for mutual benefit by putting their fruit on the market in good shape and at fair prices. They believe that to get a proper return for their labor they must protect the interests of the consumers who buy their fruit and of the dealers who handle it. The members of the Exchange market only tree-ripened fruit, picked and packed by white-gloved workers, and employ no child labor in their packing houses.

Buy Exchange fruits by the box—it will keep well. If your dealer doesn't have them and won't get them, let us send you the name of a store at which you can buy these superior oranges and grapefruit.

Booklet telling how to serve oranges and grapefruit in many ways and containing scores of recipes for their use in cookery and confections mailed for four cents in stamps.

Florida Citrus Exchange
629 Citizens' Bank Building, Tampa, Fla.



675

Beech-Nut Tomato Catsup

AS you know, the sooner a vegetable is cooked after picking, the finer the flavor.

We selected Rochester as the place for our Catsup plant because the finest tomatoes in the world grow there.

The full, ripe flavor of the tomato is exceedingly delicate.

In Rochester we get these delicious tomatoes *fresh from the vines*.

Two hours only in the making—and the finished Catsup is bottled, sterilized and *ready for you*.

The season's tomatoes were especially fine—the Catsup is better worth while than ever.

Get a bottle of Beech-Nut Tomato Catsup from your grocer.



BEECH-NUT PACKING COMPANY

CANAJOHARIE, N. Y.

Catsup Plant at Rochester, N. Y.

HOUSEWIVES LEAGUE MAGAZINE

MRS. JULIAN HEATH
SUPERVISING EDITOR

MARCH, 1915



Single Copy 10¢

By the Year \$1.00

This is the Recipe Which Won the Prize in the Housewives League Contest for the Best Loaf of Bread:

WHITE BREAD

1 cake yeast	$\frac{1}{8}$ teaspoon soda
1 pint milk	2 tablespoon shortening
1 pint boiling water	3 level teaspoon salt
	3 tablespoon sugar
2 quarts "Pillsbury's Best" flour	

Dissolve yeast cake in warm water. Pour the boiling water over the milk, add the fat, salt, sugar and soda. When all are dissolved add luke warm water and the yeast. Put this in the bread mixer and add the 2 quarts of flour. Turn the mixer until the dough is thoroughly mixed, stand in a warm place over night. In the morning turn the mixer several times to draw the raised dough together. Turn this out on a lightly floured board. Cut in four pieces and form into loaves. Put them in greased pans, stand in a warm place till double in size, then bake in a moderately warm oven about fifty minutes.

Use

"PILLSBURY'S BEST" FLOUR

It Never Disappoints

Look for this Brand

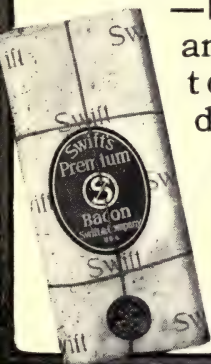


When you purchase bacon ask the dealer to show you the double **"Swift's Premium"** brand. Or if you 'phone your order, look for this brand when the bacon is received.

To be sure of the best—best in appearance, taste and tenderness—demand

"Swift's Premium"

Swift & Company U.S.A.



The Voice of the Housewife

In sending us her subscription to the HOUSEWIVES LEAGUE MAGAZINE a housewife writes: "I'm so glad there is a magazine."

We want every housewife in the country to know that "there is a magazine" through which she may make known her needs and gain the knowledge necessary for wise expenditure, and we appeal to all who know about it to make it their business to tell others.

The HOUSEWIVES LEAGUE MAGAZINE is the voice of the progressive, intelligent housewife, and

Every Subscription Helps

to make it a voice which cannot be disregarded.

Our power is in knowledge and concerted action. Therefore, all housewives should

Join the Housewives League

Annual Dues Ten Cents

AND SUBSCRIBE FOR THE

Housewives League Magazine

PRICE ONE DOLLAR A YEAR

Publication Office, No. 27 E. 22nd Street, New York

24 Lessons in Scientific Eating

By Eugene Christian, F. S. D.



EUGENE CHRISTIAN, F. S. D.

Author and Scientist

KNOWLEDGE THAT WILL SAVE LIVES

These lessons teach you how to select, and how to combine your food according to your age and your work.

Every living woman needs these lessons. The knowledge they contain goes to the root of 91% of human ills. It can be practiced by the housewife and the mother.

Do you ever feel old, tired and worn out? This is because you are not properly nourished. These lessons solve this problem. They will make sick people well, and well people feel the thrill of health and youth.

"Lesson 17—the Cause and Cure of Super-acidity, Fermentation, Stomach Catarrh, Ulcer, Intestinal Gas and Autointoxication with Sample Menus" and Lesson 22—the cause and cure of nervousness, these two Lessons are worth more than the entire course costs.

The American Press Association says of Dr. Christian:

"There is no man in the United States so well qualified to instruct the Nation in regard to Scientific Eating as Dr. Eugene Christian, the noted food scientist, whose books and lectures have attracted international attention."

Six Reasons Why You Need These Lessons

1. **Because**—91% of all human disease originates in the stomach caused by wrong eating and drinking.
2. **Because**—All stomach and intestinal trouble is caused by wrong eating and can only be cured by eating correctly.
3. **Because**—This is the only course of study ever written that will teach you how to become your own food doctor.
4. **Because**—These lessons are based not upon theory but upon Dr. Christian's actual experience in prescribing diet for over 23,000 cases.
5. **Because**—These lessons will teach you how to live better, live longer, relieve human suffering and save lives.
6. **Because**—Your personal appearance, your vim, vigor and happiness depends upon your health, and your health depends upon your food.

The Christian Dietetic Society

213 West 79th Street

H W

New York City

I am interested in the subject of scientific eating. Please send me free of charge, your booklet describing Dr. Christian's course of 24 lessons in Scientific Eating.

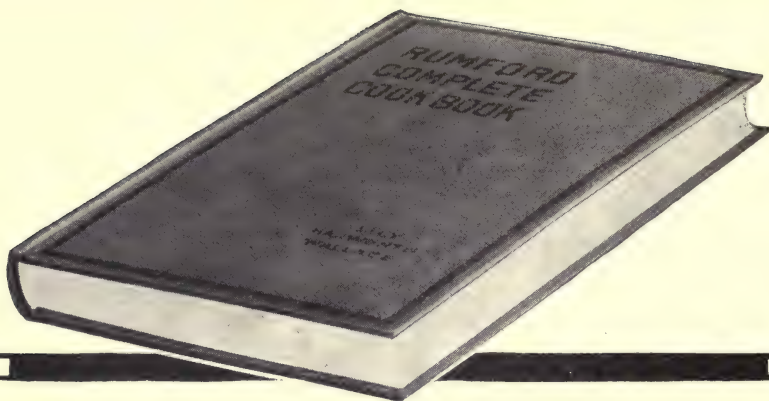
Name.....

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THE CHRISTIAN DIETETIC SOCIETY, 213 W. 79th St., New York City

Advertisements for food supply stores are guaranteed for sanitation only.



FOR YOUNG COOKS, and experienced cooks as well, this book will prove a real help for variety and economy in home cooking. The

RUMFORD Complete COOK BOOK

By LILY HAXWORTH WALLACE

National President of the Associated Clubs of Domestic Science

contains 500 recipes for cooking, preserving, pickling, making ices, beverages and delicious confections of all kinds—256 pages, each full of good practical things easy and inexpensive to make. This book is bound in heavy board covers, full Vellum de Luxe cloth, and will be mailed free, postpaid for 10 cards taken from the pound cans of

Rumford

THE WHOLESOME
BAKING POWDER

This quality powder delights the careful cook because it is so absolutely dependable. Delicious and wholesome biscuits, cakes and pastry are certain every time when Rumford is used. It is highly efficient and economical and makes food retain its freshness for an unusually long time.

Ask your grocer for Rumford Baking Powder—save the cards in the pound cans and send for this free Rumford Complete Cook Book.

RUMFORD CHEMICAL WORKS **Providence, R. I.**



You May Try Other Oatmeals

But you'll always come back to H-O. It is made of blended oats—the finest—each kind selected for its flavor and nutrition. Our exclusive process of steam-cooking H-O over 2 hours in sealed cookers makes its natural flavor *even more delicious!*

Taste it!

H-O

THE ONLY STEAM-COOKED

Oatmeal

The H-O Company, Buffalo, N.Y.
Makers of H-O, Force, and Presto.

Better Than Medicine For Constipation

Constipation is the cause of more disgruntled humans than any other one thing.

You don't need pills and "dope." If you would be keen, active, clear-skinned and bright-eyed, make Pure Wheat Bran a part of each day's ration. Don't buy common bran, but insist on being supplied with

BALLARD'S

Sanitary Edible Bran

Nature's Own Laxative

Simple, harmless, inexpensive. Comes to your table pure, clean and good—retaining the Gluten—in convenient cartons—no dust, no dirt, no germs.

Better than medicine—cheaper than doctors.

Sold by Grocers and Druggists

Ballard & Ballard Co. (Inc.)
Louisville, Ky.

FOR CONSTIPATION



SANITARY EDIBLE
BRAN

STERILIZED

BALLARD & BALLARD Co.
LOUISVILLE, KENTUCKY

SUGAR

3 7/8¢ per lb.

YOU can purchase 25 lbs. of the best Granulated Cane Sugar for 98¢ when ordered with other money-saving Larkin Groceries, such as flour, coffee, tea, canned vegetables, dried vegetables, ham, bacon, fish, cereals, crackers, preserved fruits, dried fruits, relishes, confectionery; laundry and toilet supplies of all kinds.

Satisfaction Guaranteed

You may order any quantity of Larkin Groceries and thoroughly test their quality. After using a part in making this test if you do not pronounce them of the finest quality and see that you have saved money, we will take back what is left and refund the entire cost to you. Our money-back Guaranty makes certain your satisfaction with the quality and saving.

GROCERY BOOK, FREE

Write today for this Pure - Food Book which will be sent to you for six months, free, upon request. It illustrates and describes in full all our groceries and household supplies, and contains also many recipes and valuable suggestions from the Larkin Kitchen. Every member of the Housewives League should have a copy. Send for yours today.



Larkin Co.

Buffalo, N. Y. Peoria, Ill. Chicago, Ill.

THIS BRINGS THE BOOK

Larkin Co. Send Coupon to nearest address.
Please send me, free, your money-saving Grocery Book No. 36.

Name

Address

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March



New Taste, Delicious Flavor For Your Desserts —

tapioca puddings, custards,
gelatine—the sauces you
make for your desserts—
can be delightfully changed
with

MAPLEINE

The Master Flavor—rich
and mellow

2-oz. bottles 35c

1-oz. bottles 20c

At your grocer, or write
Dept. 43.

CRESCENT MFG. CO.
Seattle, Wash.

Florida Oranges and Grape Fruit

RIPENED on the trees. Picked to your
order. Shipped the day picked. Delivered
to your home in New York.

Oranges, \$3.00 per box

Grape Fruit, \$3.50 per box

Combination, \$3.25 per box

Send draft, express order or postal order to

MRS. L. L. CHOLLAR Zarayda Grove
Brownville, De Soto County, Florida

Reference—First Nat'l Bank, Arcadia, Florida

CAREFUL HOUSEKEEPERS

Use a Reliable Disinfectant all over the house.
A cupful in a pail of water for scrubbing floors
and woodwork.

Pour a little in the sink, tubs, basins, and toilets
daily. Destroys Germs and Bad Odors.

Wash refrigerators and store-rooms.

Has no disagreeable odor.

Safe, Strong and Economical.

Two Sizes: 25 and 50 cents

Platt's Chlorides,

The Odorless Disinfectant.

Sample and Booklet "The Sanitary Home," FREE

HENRY B. PLATT, 12 Cliff St., New York



TRIP-O-LEE CLEANSER

5c.

Cleans everything that
ANY powder will clean

No Acid — No Grit

Ask for TRIP-O-LEE

Insist upon getting

TRIP-O-LEE

At Grocers, Department Stores

and
Woolworth's 5 and 10c Stores

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To make personal investigation into the sanitary
condition of their markets, grocery, bakery, dairy,
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Your State Department Labor Laws.

The office of your Commission of Weights and
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Valuable information can also be secured in the
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Founder and National President—Mrs. Julian Heath,
175 W. 88th St. Tel. 6583 Riverside.

National Vice-Presidents—Mrs. H. B. Caraway,
and Miss Edith Deshler.

National Secretary—Mrs. Thomas A. Fulton.

National Treasurer—Mrs. Egbert V. S. Chamberlin.



Dorothy's Getting Well

Dorothy is just getting over the measles, and the Kewpies, knowing it is time for her to be going back to her favorite dish, bring her a delicious dish of Raspberry

JELL-O

It is one of the beauties of Jell-O that it is good for everybody, and any suggestion for the home table that omits Jell-O is seriously incomplete.

Made in seven pure fruit flavors: Raspberry, Strawberry, Orange, Lemon, Cherry, Peach, Chocolate.

Sold by all grocers, 10 cents a package. The new Jell-O book is a real Kewpie book, with pictures of the Kewpies by Rose O'Neill herself. If you desire one and will write and ask us for it we will send it to you free.

THE GENESEE PURE FOOD CO.
Le Roy, N. Y. and Bridgeburg, Can.

BORDEN'S

GRADE A MILK

PASTEURIZED

Clean Rich Safe Milk

This milk is produced and handled under conditions that show a full appreciation of your natural love for cleanliness and safety. We supervise its production, pasteurize it and bottle it in the country, deliver it in sterilized containers and sell it at a moderate price.

BORDEN'S CONDENSED MILK CO.

Telephone: 5360 Franklin

108 Hudson Street, N. Y.



FOR WOMEN WHO THINK!

Club Women! Mothers! Women Who Are Leaders in the Community

You are interested, almost as much as we are, in extending the use of the Safe Home Match.

It is the most reliable, the most efficient and the safest match that can be made. It is absolutely non-poisonous. It is made under conditions that forever do away with one of the worst of occupational diseases. It removes a poison from the reach of children in American homes.

We ask you to use this new non-poisonous match and to urge others to do likewise. If Safe Home Matches were universally used, scores of lives and millions of dollars' worth of property would be saved every year.

5c All grocers. Ask for them by name

THE DIAMOND MATCH COMPANY



What These Packages Represent

NOT so many years ago just "sugar" was an expensive luxury—pure sugar unknown.

Our grand-parents either sweetened their food and drink with maple or molasses or, at considerable trouble, obtained the costly product of the sugar-cane in crudely formed and imperfectly refined loaves.

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Crystal Domino Powdered—for Fruits or Cereals.

Crystal Domino Syrup — for Waffles, Griddle Cakes or making Candies and Cookies (Note the new 10c container on the tray).

LIKE other worth-while achievements, this perfection has required enormous effort. Far-off tropical islands have yielded the raw sugar. Ox-carts, railroads and sugar-laden steamers have all assisted in its transportation to our refineries, where the contents of every bag must pass the expert tests of our watchful chemists and every ounce must be boiled, filtered, evaporated, screened and granulated until absolutely nothing but the crystallized essence of sweetness remains.

No hand must touch the refined, purified sugar.

Marvelous machines must receive and pack it into our dust-tight, germ-proof cartons—sparkling, white, and ready for service on your own pantry shelf.

Weight, Purity, Quality, all guaranteed by

THE AMERICAN SUGAR REFINING CO., Address: NEW YORK

PAMUNKEY MILLS BRAND

Old Virginia
Water Ground Corn Meal
White or Yellow

Contains all of the nutritive elements of corn.
A life-sustaining, flavorful, delicious, clean and honest food.

For sale by Park & Tilford, Acker, Merrill & Condit, Charles & Co., J. B. Greenhut Co., R. H. Macy & Co., Great A. & P. Tea Co., New York; Charles M. Decker & Bros., Orange, N. J.

KNOX CRUTCHFIELD, Richmond, Va.

COFFEE for CLUBS

put up in any sized packages required for distribution by one of New York's oldest

Wholesale COFFEE HOUSES

Save 5 to 10 cents per pound, and order your coffee direct—charges prepaid. Write for full particulars.

GILLIES COFFEE COMPANY

233 to 239 Washington St., New York.

: : Established 1840 : :



PEQUOT
REGISTERED IN U.S. PATENT OFFICE
SHEETS & PILLOW CASES

They stand the test
By the yard or made up
Ask your dealer

Made by Naumkeag S. C. Co.
Salem, Mass.

The
World's Best
Table Water

White Rock

From the famous White Rock
Mineral Springs, Wauke-
sha, Wisconsin. Address
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Advertisements for food supply stores are guaranteed for sanitation only.



Let the Knox Cooks cut
your "high cost of living"

It isn't necessary to stop eating delicious desserts, puddings, salads, etc., to economize. For by using

KNOX SPARKLING GELATINE

you can make quickly and cheaply all these dainty dishes.

The gelatine in each package is so divided that the housewife can use it to serve a small family or a large party—each package makes TWO QUARTS ($\frac{1}{2}$ -gallon) of jelly—enough to serve sixteen people.

This Evening Serve a Knox Snow Pudding

1 envelope Knox Sparkling Gelatine. 1 cup sugar. Whites of two eggs. $\frac{3}{4}$ pint cold water. $\frac{3}{4}$ pint boiling water. Rind and juice of two lemons.

Soak the gelatine in the cold water ten minutes. Dissolve in boiling water and add grated rind and juice of the lemons and sugar. Stir until dissolved. Strain and let stand in a cool place until nearly set. Then add the whites of the eggs, well beaten, and beat the mixture until it is very light and spongy. Put lightly into glass dish or shape in mold. Serve with thin custard made of the yolks of the eggs, or cream and sugar. Different fruit juices may be used in place of part of the hot water.

NOTE—If you use Knox Acidulated Gelatine, which contains Lemon Flavor, you will not need to buy lemons.

Send for this Free Recipe Book

An illustrated book of recipes for Desserts, Jellies, Puddings, Ice Cream, Sherbets, Salads, Candies, etc., sent FREE for your grocer's name. Pint sample for 2 cent stamp and grocer's name.

CHARLES B. KNOX COMPANY
321 Knox Ave. Johnstown, N. Y.



Shipped From Plants Devoted
Exclusively to Grade-A-Milk



Sheffield "Sealect"—The only moderate-priced Grade-A-Milk.

Selected for richness and safeguarded by a non-replaceable seal.

Sheffield Farms-Slawson-Decker Co.
524 West 57th Street, New York City



MILDRED RICHARDSON KELLY
Interior Decorator
42 West 39th Street : : : New York City

Will cooperate with client or take entire charge of decorations and furnishings of a house.

CERTIFIED EGGS from CERTIFIED FARMS

We sell Eggs by Weight—one and one-half pounds Fresh Egg Meat to every dozen. "From our farms to-day and on your table to-morrow."

We Serve Hotels, Clubs,
Hospitals, Private Families

We receive regular shipments from our farms of fresh killed dressed poultry, squabs, milk-fed broilers, soft roasters, turkeys, ducks and Guinea hens. Also finest Guernsey Butter.

Delivered everywhere. Ask for our D D latest catalogue and prices.

Call, write or phone, Plaza—8230.

CERTIFIED FARMS COMPANY, 26 W. 59th St.
(Next door Plaza Hotel.)

BLUE DIAMOND FRUIT CO. JENSEN, FLORIDA

On the beautiful Indian River in St. Lucie Co.
Real Indian River fruit with the flavor.

S. P. H. L.
Special Purveyors to Housewives League.
We supply New Brunswick and Englewood branches. Why not yours?

Oranges, \$2 a box; grapefruit, \$2; pineapples, \$2; guava jelly, \$2 a dozen; tangerines, \$2 a strap.

The \$2 Place. All F. O. B. Jensen, Fla.

Write to us.

All dealings guaranteed satisfactory.

SUDS WILL WASH FOR YOU

No Rubbing - No Boiling

No Backache - No Chapped Hands

SUDS DOES IT ALL

For enough to Wash 8
Tubs of Clothes send **10c**

UNITED SUDS CORP., 22 Columbus Circle, New York
AGENTS WANTED

"The Crowning Attribute of Lovely Women is Cleanliness";

NAIAD DRESS SHIELDS

add the final assurance of cleanliness.

FREE FROM RUBBER

Can be quickly sterilized in boiling water. All styles and sizes to fit every requirement. Guarantee with every pair.

Naïad Waterproof Sheeting for the Nursery and Hospital

The C. E. CONOVER CO., Mfrs., 101 Franklin Street, New York





Exhibit Palace—Carnation Milk Condensery in actual operation at Panama-Pacific International Exposition, San Francisco, 1915

In the heart of the grounds of the Panama-Pacific International Exposition, at San Francisco, facing the Fine Arts Building, you will find this instructive exhibit.

Here, in actual operation, is the model condensery. The visitor can see the actual method by which pure, sweet, rich, fresh milk is evaporated, hermetically sealed and sterilized in the universally known Carnation cans. Every detail is carried out faithfully and accurately, just as it is in the fifteen great condenseries of the company.

In connection with the model condensery, a herd of one hundred head of Contented Cows from Carnation Stock Farm, will be exhibited and will furnish the milk that is used.

Carnation Milk is also exhibited in the Westfield Division in the Palace of Pure Foods.

Carnation Milk is used in every way that you ordinarily use raw milk or cream.

It is recommended by pure food experts for cooking and

baking, as it imparts a rich flavor. It is convenient (always ready) and economical (less waste) for table use. Doctors order it for invalids, babies and growing children.

Carnation Milk can be poured into a cream pitcher, or it may be used from the can as needed.

It doesn't spoil as quickly as raw milk, as it will keep several days after opening.

If you are not going to attend the Expositions, write today for our booklet, "The Story of Carnation Milk," containing choice recipes.

Try a small can for your coffee and a tall can for cooking.



Your grocer is the Carnation Milkman

Pacific Coast Condensed Milk Company

2001 Stuart Bldg., Seattle, U. S. A.



CONTENTED COWS—CARNATION STOCK FARM

Beech-Nut Tomato Catsup



THE good housekeeper, making catsup for her family, would make it the Beech-Nut way. For the *Beech-Nut* way is just the same *care* and *delicacy* of treatment that you use in your own cooking.

She would *no more recook her materials* than we do, knowing that to recook a tomato is to lose its fresh, delicate flavor.

She would take the same care as we do to have her tomatoes from *nearby farms*—not shipped long distances. She would make and bottle her Catsup *fresh* and hot—sterilize and seal immediately.

And she would get the same *fine flavor* in her Catsup as we do in *Beech-Nut*.

Get a bottle of Beech-Nut Tomato Catsup from your grocer, and see if we are not right.

Other famous Beech-Nut Delicacies are:

Beech-Nut Oscar's Sauce
Beech-Nut Sliced Bacon
Beech-Nut Peanut Butter

Beech-Nut Red Currant Jelly
Beech-Nut Crab Apple Jelly
Beech-Nut Grape Jam

BEECH-NUT PACKING CO.

CANAJOHARIE, N. Y.

Catsup Plant at Rochester, N. Y.

HOUSEWIVES LEAGUE MAGAZINE

MRS. JULIAN HEATH
SUPERVISING EDITOR



Single Copy 10¢

By the Year \$100

Children Like It, Is the Testimony of Mothers



HARVESTING THE FOOD OF THE NATION.

The strongest testimony we have is that of mothers who were themselves brought up on

Wheatena

and who are now feeding their children likewise. Children require a food which not only supplies the nourishment required to keep the human engine going—remember that an active child in its hearty, enthusiastic play consumes more energy than the ordinary adult—but which also affords the necessary material for growth. With its perfectly balanced elements **Wheatena** affords everything that the active life of a child requires. Being rich in the germ and proteid constituents, ample material for the development of strong bones, teeth, hair and muscles is afforded, and without being too deficient in starch enough is supplied to meet the wants of the fatty tissues of the body.

We will gladly send a sample package of **Wheatena** and a recipe book upon receipt of four cents in stamps.

THE WHEATENA COMPANY, Wheatenaville, Rahway, N. J.

Look for this Brand

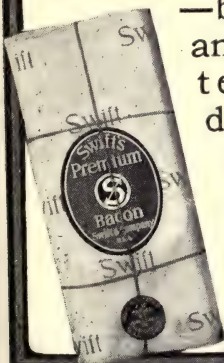


When you purchase bacon ask the dealer to show you the double **"Swift's Premium"** brand. Or if you 'phone your order, look for this brand when the bacon is received.

To be sure of the best—best in appearance, taste and tenderness—demand

"Swift's Premium"

Swift & Company U.S.A.



Advertisements for food supply stores are guaranteed for sanitation only.

The Voice of the Housewife

In sending us her subscription to the HOUSEWIVES LEAGUE MAGAZINE a housewife writes: "I'm so glad there is a magazine."

We want every housewife in the country to know that "there is a magazine" through which she may make known her needs and gain the knowledge necessary for wise expenditure, and we appeal to all who know about it to make it their business to tell others.

The HOUSEWIVES LEAGUE MAGAZINE is the voice of the progressive, intelligent housewife, and

Every Subscription Helps

to make it a voice which cannot be disregarded.

Our power is in knowledge and concerted action. Therefore, all housewives should

Join the Housewives League

Annual Dues Ten Cents

AND SUBSCRIBE FOR THE

Housewives League Magazine

PRICE ONE DOLLAR A YEAR

Publication Office, No. 27 E. 22nd Street, New York

THE FRANCO-AMERICAN FOOD CO.

A NEW BRAND!



READYMAID
CONCENTRATED
SOUPS

Scotch Broth
Tomato
Vegetable
Ox Tail
Consomme
Onion
Bouillon
Clam Chowder
Chicken
Mock Turtle

are prepared in the Franco-American kitchens which are famous for their cleanliness and always open to visitors.

10c per can

Add Water, Heat and Eat

FRANCO-AMERICAN SPAGHETTI à la Milanaise

Made under the direct supervision of Monsieur E. Biardot, the Famous Culinary Expert of Paris.

Delicious

Nutritious

Just Try It!

10c and 15c Cans



FRANCO-AMERICAN BROTHS

For INVALIDS AND CHILDREN

Just what their name implies

3 varieties: Beef, Chicken, Mutton, 15c each

Recommended by Eminent Physicians

20 = CENT EGGS ALL YEAR ROUND

Eggs are among the best of foods—delicious, healthful, nutritious. You can now use them liberally *all year round* and at the same time *reduce table expenses*.

Here is the solution:—Spring eggs are always abundant, fine in quality and low in price. Why not preserve these good, low-priced eggs for your own use next fall and winter? You can easily do this and be assured of perfectly good eggs, even better than the fall and winter market affords, by preserving spring eggs in

GOUDY'S EGG PRESERVER Improved Dry Water Glass

This is no experiment. It is water glass in dry, soluble form, thoroughly tested and strongly endorsed by State Agricultural Experiment Stations and poultry authorities.

The process is so simple that a child can preserve eggs. Simply dissolve Goudy's Egg Preserver in water, immerse the eggs as secured and store away until wanted.

Goudy's Egg Preserver is Endorsed by Housewives League

Goudy's Egg Preserver is sold everywhere. If your particular dealer cannot supply you, we will send a package postpaid for One Dollar. This is sufficient to preserve 50 dozen eggs.

Booklet—"Preserving Eggs At Home" and Goudy Egg Tester mailed free on request.

UNITED SPECIALTY COMPANY

Box 201. 121 So. Third Street
Philadelphia, Pa.



This is the Recipe Which Won the Prize in the Housewives League Contest for the Best Loaf of Bread:

WHITE BREAD

1 cake yeast	$\frac{1}{8}$ teaspoon soda
1 pint milk	2 tablespoon shortening
1 pint boiling water	3 level teaspoon salt
	3 tablespoon sugar

10 cups **"Pillsbury's Best"** flour or about $2\frac{1}{2}$ quarts

Dissolve the yeast cake in a little warm water. Pour the pint of boiling water over the shortening, salt, sugar and soda. When dissolved add the pint of milk and then add the dissolved yeast. Put this in the bread mixer and add the ten cups of flour. Turn the mixer until the dough is thoroughly mixed and stand in a warm place over night. In the morning turn the mixer several times to draw the raised dough together. Turn this out on a lightly floured board. Cut in four pieces and form into loaves. Put them in greased pans, stand in a warm place till double in size and then bake in a moderately hot oven about fifty minutes.

Use
"PILLSBURY'S BEST" FLOUR

It Never Disappoints



Just slip a cake of Peter's into the young people's school bags today for their luncheon.

They love its delicious, mellow chocolate flavor.

Peter's makes an ideal lunch for school girls and boys who need a nourishing food which must still be light and easily digested.

It contains nothing but pure milk, cocoa beans and a little sugar.

PETER'S

Milk Chocolate

Advertisements for food supply stores are guaranteed for sanitation only.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., of THE HOUSEWIVES LEAGUE MAGAZINE. Published monthly at New York, N. Y. Required by the Act of August 24, 1912.

Note: This statement must be made in duplicate and both copies delivered by the publisher to the postmaster, who shall send one copy to the Third Assistant Postmaster General (Division of Classification), Washington, D. C., and retain the other in the files of the post office. The publisher must publish a copy of this statement in the second issue printed next after its filing.

Editor, Mrs. Julian Heath, 175 West 88th St., New York City.

Managing Editor, Mary E. McOuat, 331 East 31st Street, New York City.

Business Manager, None.

Publisher, Housewives League Magazine, Inc., 27 E. 22nd Street, New York City.

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Housewives League Magazine, Inc.

Mrs. Julian Heath, 175 West 88th Street, New York City.

Mrs. M. Irwin MacDonald, The Homestake, Franklin Turnpike, Ridgewood, N. J.

Known bondholders, mortgagees, and other security holders, holding 1 per cent. or more of total amount of bonds, mortgages, or other securities: None.

Average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above. (This information is required from daily newspaper only.)

Mary E. McOuat,

(Signature of editor, publisher,
business manager,
or owner.)

Sworn to and subscribed before me this first day of April, 1915.

WILLIS M. CHASE

(My commission expires March 30, 1917.)

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Interior Decorator

42 West 39th Street : : : New York City

Will coöperate with client or take entire charge of decorations and furnishings of a house.

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PASTEURIZED

Clean Rich Safe Milk

This milk is produced and handled under conditions that show a full appreciation of your natural love for cleanliness and safety. We supervise its production, pasteurize it and bottle it in the country, deliver it in sterilized containers and sell it at a moderate price.

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Telephone: 5360 Franklin

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PURE, CLEAN, FRESH
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Untainted and Unsoiled
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BY

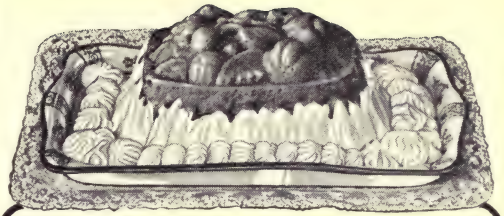
SAXOLIN
SANITARY SACK

The Paper-Lined Cotton Sack

Your Grocer will stock Flour
in this sack if you insist on it

"THE INNER LINING DOES IT"

Made by
The Cleveland-Akron Bag Co.
Cleveland



Grape Juice
Dainty

(Five to seven persons)

$\frac{3}{4}$ oz. (2 $\frac{1}{2}$ tablespoonsful)
COX'S INSTANT
POWDERED GELATINE
 $\frac{3}{4}$ pint (1 $\frac{1}{2}$ cups) hot water
 $\frac{3}{4}$ pint (1 $\frac{1}{2}$ cups) grapejuice
4 oz. ($\frac{1}{2}$ cup) sugar
3 egg whites
Some whipped cream or
custard

Dissolve the Gelatine and the sugar in the hot water, add the grapejuice and cool. Beat up the whites of the eggs to a stiff froth and beat them into the Gelatine until it becomes spongy. Serve with custard or whipped and sweetened cream.

Delightful
to Serve

Here is a real treat for your family or guests — a fresh, sparkling, delicious dessert. Simple to prepare, as the recipe indicates. Wholesome and digestible, because it is made with

Cox's

Instant Powdered

GELATINE

This is the same gelatine used by many a mother of a generation ago in making jellies and other desserts.

It will make your desserts attractive, and will also be a wonderful help in utilizing left-overs. It is the secret of many an unusually good soup, salad, savory and garnish.

Insist that your grocer give you the red, white and blue checkerboard box. It contains pure gelatine—made according to highest pure-food standards.

Write for Cox's New Manual of
Gelatine Cookery

by Marion Harris Neil. It contains nearly 200 easily prepared recipes—something new for every day, almost every meal. We will send you a copy FREE.

THE COX GELATINE CO.

Dept. J, 100 Hudson St., New York City

Sol. Agents in U.S.A. for J. & G. Cox, Ltd.,
Edinburgh, Scotland

PROOF OF YOUR DESSERT IS ITS FLAVOR—

plain puddings, puddings, sauces, gelatines, fancy desserts, cakes, icings and candies are delicious made with

MAPLEINE

THE MASTER FLAVOR
RICH AND MELLOW

Mapleine, hot water and cane sugar makes delicious syrup for your hot cakes.

1-oz. bottle 20c
2-oz. bottle 35c

Sold by Grocers, or write Dept. 43.

CRESCENT MFG. CO.
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HOLY FATHER BRAND OLIVE OIL

FROM THE
Italian Riviera

Better and more economical than butter. Known to the Housewives as THE PUREST ON SALE

Absolutely Unadulterated

1 gal.,	9 lbs.....	\$2.25
½ gal.,	5 lbs.....	1.15
1 quart,	3 lbs.....	.60
1 pint,	2 lbs.....	.30

Plus express or parcel post charges, Shipped c.o.d. Special prices for Dealers or Cooperative Buyers

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OF NEW YORK
426 Washington Street, New York

CAREFUL HOUSEKEEPERS

Use a Reliable Disinfectant all over the house. A cupful in a pail of water for scrubbing floors and woodwork.

Pour a little in the sink, tubs, basins, and toilets daily. Destroys Germs and Bad Odors.

Wash refrigerators and store-rooms.

Has no disagreeable odor.

Safe, Strong and Economical.

Two Sizes: 25 and 50 cents

Platt's Chlorides,

The Odorless Disinfectant.

Sample and Booklet "The Sanitary Home," FREE

HENRY B. PLATT, 12 Cliff St., New York



Advertisements for food supply stores are guaranteed for sanitation only.

HOUSEWIVES LEAGUE

National Movement for Federation of
Housewives.

Organized to uphold the enforcement of laws which affect food supplies, the family health, the cost of living, and to secure further legislation, when necessary, toward that end.

Educational—Defensive—Constructive

MEMBERS ARE REQUESTED:

To insist upon full weights and measures.

To insist upon cleanliness in the handling of food.

To protest against the exposure of all food to contamination from dirt, flies, or other infection and to refuse to purchase such food.

To read carefully all labels on canned and bottled goods and to report any violation of the pure food and drugs act.

To make personal investigation into the sanitary condition of their markets, grocery, bakery, dairy, laundry, delicatessen and confectionery stores.

To, as far as possible, refuse to purchase cold storage poultry, fish, butter, eggs, fruit, etc., which have been held to the detriment of condition or advancement of price.

To secure two new members for the organization.

In Justice to Tradesmen.

Members Are Also Requested:

To so plan their orders that but one delivery a day is required.

To pay cash or settle all credit accounts promptly.

To patronize tradesmen who comply with the laws.

To refrain from handling articles of food that are exposed for sale.

To give preference to food distributing stores that close not later than seven P. M.

INFORMATION IN REGARD TO THE LAWS WHICH AFFECT THE HOME MAY BE FOUND IN:

The Sanitary Code of your local Board of Health.
Your State Department Labor Laws.

The office of your Commission of Weights and Measures.

Valuable information can also be secured in the publications of the Department of Agriculture at Washington.

This information may be secured free by applying to above-named Departments.

MEMBERS ARE REQUESTED TO REPORT VIOLATIONS AND PERSONAL OBSERVATIONS TO SECRETARY OF CENTRAL COUNCIL.

There shall be four classes of members:

Active—To consist of Housewives and others who are buyers of food products. Dues, 10 cents annually, including badge for membership in National organization.

Associate—Men and women, not direct buyers of food products, but who wish to further the work of the organization. Dues, \$1.00 annually, including badge.

Sustaining Persons who contribute more than \$1.

Affiliated—Members of clubs and organizations recording their approval of the movement.

Founder and National President—Mrs. Julian Heath, 175 W. 88th St. Tel. 6583 Riverside.

Honorary Vice-President—Mrs. Francis Bowes Sayre.

National Vice-Presidents—Mrs. H. B. Caraway and Miss Edith Desher.

National Secretary—Mrs. Thomas A. Fulton.

National Treasurer—Mrs. Egbert V. S. Chamberlin.

SUDS Will Wash FOR YOU

No Rubbing — No Boiling

No Backache - No Chapped Hands

SUDS DOES IT ALL

For enough to Wash 8
Tubs of Clothes send **10c**

UNITED SUDS CORP., 22 Columbus Circle, New York
AGENTS WANTED

Look Well

Wear Well

All Widths
and
All Sizes



For Sale
By All
Dealers

Made by

Naumkeag Steam Cotton Co., Salem, Mass.

ONLY 2 CENTS A MONTH

THAT'S ABOUT WHAT THE
HOME BUDGET
COSTS TO YOU.

THINK OF A WHOLE YEAR'S EN-
TERTAINING READING FOR

25 CENTS

THE HOME BUDGET IS A BIG IL-
LUSTRATED MAGAZINE PUB-
LISHED EVERY MONTH.

FULL OF STORIES, ODD BITS OF
NEWS, INTERESTING PICTURES,
MUSIC, FASHIONS, PATTERNS,
AND MANY OTHER DEPART-
MENTS, ALL FOR THE HOME.
EVERYBODY IS EAGER TO READ
IT.

SEND 25 CENTS IN STAMPS FOR A
YEAR'S SUBSCRIPTION FOR THIS
BIG MAGAZINE.

HOME BUDGET

Room 2 Budget Building Troy, N. Y.

SUGAR

3 7/8¢ per lb.

YOU can purchase 25 lbs. of the best
Y Granulated Cane Sugar for 98c
when ordered with other money-saving
Larkin Groceries, such as flour, coffee,
tea, canned vegetables, dried vege-
tables, ham, bacon, fish, cereals, crack-
ers, preserved fruits, dried fruits, rel-
ishes, confectionery; laundry and toilet
supplies of all kinds.

Samples of Our Bargains

Larkin Blend Coffee, 3 lbs., 75c; Imported Tea,
30c per lb.; Cream Tartar Baking Powder, 12 1/2c
per 1/2 lb.; Country Gentleman Corn, 3 large cans,
25c; Tomatoes, 3 full-size cans, 25c; Pork and
Beans, 15-cent size can for 7 1/2c; Alaska Salmon,
3 1-lb. cans, 31c; Macaroni, 1b. package, 7 1/2c;
Sweet Home Laundry Soap, or Maid o' the Mist
Floating Soap, 2 1/2c per bar; Norwegian Sardines,
9c per can; 5 lbs. Rice, 28c; Egg Noodles, 1/2 lb.,
5c; Peanut Butter, large jar, 12 1/2c; 5 lbs. Prunes,
55c; Larkin Mince Meat, 8c; 1 lb. Saleratus, 5c;
1 lb. Pearl Tapioca, 6c; 1 lb. Corn Starch, 5c;
1/4 lb. Black Pepper, 5c; large can Sliced
Hawaiian Pineapple, 17c.

GROCERY BOOK, FREE

Write today for
this Pure - Food
Book which will be
sent to you for six
months, free, upon
request. It illus-
trates and de-
scribes in full all
our groceries and
household supplies,
and contains also
many recipes and
valuable sugges-
tions from the Lar-
kin Kitchen. Every member of the
Housewives League should have a copy.
Send for yours today.



Larkin Co.

Buffalo, N. Y. Peoria, Ill. Chicago, Ill.

THIS BRINGS THE BOOK

Larkin Co. Send Coupon to
nearest address.

Please send me, free, your money-saving
Grocery Book No. 36.

Name

Address

.....
C38



GRANDMOTHER'S "rule of taste" for preserves was a classic.

And her preserves delightful.

But how hard she had to work to get jams just right and jellies to "jell."

How she would have welcomed the help of Karo Syrup (CRYSTAL WHITE) in her preserving.

Make your preserving syrup with part Karo (CRYSTAL WHITE) instead of all sugar.

It makes a rich, heavy syrup and brings out the full flavor of the berries, cherries and currants that will soon be coming in.

Write us for a copy of the valuable Karo Preserving Book. It tells how to make preserving syrups that will give best results with the different kinds of fruits; and how to make perfect jams, jellies and canned fruits.

Your name on a postcard brings it FREE.

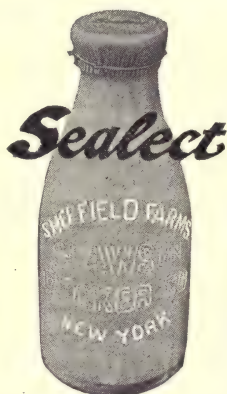
CORN PRODUCTS REFINING CO.,

Dept. No. YY,

New York.

P. O. Box 161

Shipped From 'Plants Devoted
Exclusively to Grade-A-Milk



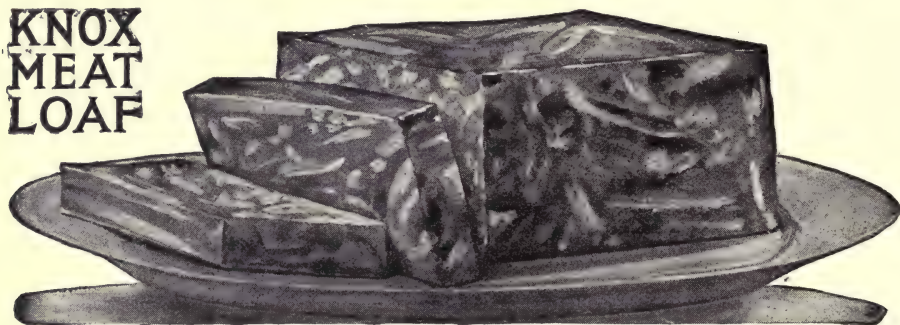
Sheffield "Seal"—The only [moderate-
priced Grade-A-Milk.

Selected for richness and safeguarded by a
non-replaceable seal.

Sheffield Farms - Slawson - Decker Co.

524 West 57th Street, New York City

**KNOX
MEAT
LOAF**



THIS LOAF IS MADE FROM "LEFTOVER" MEAT AND

**KNOX SPARKLING
GELATINE**

Soak 1 envelope Knox Sparkling Gelatine in 1 cup cold water 5 minutes.

Add 1 onion, grated, and stalk of celery to 1 pint rich stock, well seasoned, and after boiling a few minutes, strain and pour over the softened gelatine. Add juice of a lemon, and when the jelly is beginning to set, mould in 2 cups cooked and chopped veal, chicken or other meats. Slice and serve on platter.

Send for FREE Recipe Book

It contains many economical Dessert, Jelly, Salad, and Pudding Recipes. It is free for your grocer's name. Pint sample for 2-cent stamp and your grocer's name.

CHAS. B. KNOX COMPANY, 321 Knox Ave., Johnstown, N. Y.



Yellow Package



Blue Package

Advertisements for food supply stores are guaranteed for sanitation only.

The REAL Staff of Life

Reduces Your Meat Bills

Because you persist in eating unnourishing white bread you must eat lots of high priced meat for real nourishment.

You would not need so much meat—and any physician will tell you that much suffering would be avoided if folks would eat bread which has not been robbed of its nutritive elements for mere whiteness—bread made of

BALLARD'S

Whole Wheat

Graham

Flour

It contains all the food value of the best winter wheat. Pure, clean and good, in convenient cartons. No dust, no dirt, no germs.

Plain or Self-Rising

If your dealer does not handle it, send us his name and we will have you supplied immediately.

Ballard & Ballard Co., (Inc.)
Louisville, Ky.



The Kewpie Jell-O Book

Rose O'Neill, author of "The Kewpies," declares that the Kewpies which she has made for the new Jell-O Book are "the best Kewpies yet."

The book is not only bright with color and bewitching with Kewpies, but it contains more interesting information about

JELL-O

than any previous book.

A copy of this delightful book will be sent to all who write to address below and ask for it. Mention this Magazine.

Jell-O is sold at 10 cents a package by all grocers, in these seven flavors: Strawberry, Raspberry, Lemon, Orange, Cherry, Peach, Chocolate.

THE GENESEE PURE FOOD CO.
LeRoy, N. Y.

ALL will admit that it is convenient, economical and generally more desirable to purchase some foods in bulk than in packages. Danger of contamination of many bulk foods lies principally in the container.

The MAPLE WOODEN DISH is absolutely sanitary, is attractive and durable enough to constitute a container for the food until it shall have been used. Ask your retailer to put the butter, lard, sausage, peanut butter, hamburg steak, sliced and chopped meat, baked beans, delicatessen and similar foods in

THE MAPLE WOODEN DISH

Every active child uses up more energy daily than the average grown up.

Your children need H-O.

It contains more energy-making food than meat, eggs or vegetables. Yet, H-O costs less than 1/2c. a dish.

H-O saves time, too—it is ready to serve after only 20 minutes in your double boiler.

H-O is steam-cooked at our mill for over 2 hours.

H-O

THE ONLY STEAM-COOKED

Oatmeal

The H-O Company, Buffalo, N.Y.
Makers of H-O, Force, and Presto.



This domestic science booklet contains illustrations and recipes for making forty nourishing kinds of breads, buns, etc., with FLEISCHMANN'S YEAST.

Yours for the asking.

THE FLEISCHMANN CO.,
701 Washington St. New York



These trade-mark cross-cross lines on every package

GLUTEN FLOUR DIET FOR DIABETICS

Kidney and Liver Troubles, Rheumatism, Obesity and ills arising from excess of Uric Acid

Rich in Protein. Ask your physician. Leading grocers.

For booklet or sample, write
FARWELL & RHINES, Watertown, N.Y., U.S.A.

Save 10c Per Lb. On Your Coffee

Very Best Coffee 25c Per Lb.

From The Importers

Coffee Packed Specially For Clubs

Write Today For Our FREE OFFER

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UNITED COUPONS PACKED WITH COFFEE

"The Crowning Attribute of Lovely Women is Cleanliness"



NAIAD DRESS SHIELDS

add the final assurance of cleanliness.

FREE FROM RUBBER

Can be quickly sterilized in boiling water. All styles and sizes to fit every requirement. Regular, Full Dress and Shirt Waist are made in flesh color. Guarantee with every pair.

Naïad Waterproof Sheeting for the Nursery and Hospital

The C. E. CONOVER CO., Mfrs., 101 Franklin Street, New York



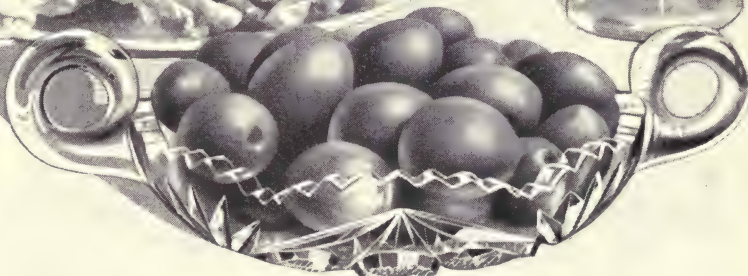
Libby's Olives

The choice of the hostess for her luncheon and dinner party. Hand-picked fruit from the world's most famous olive orchards at Seville, Spain

—and Olive Oil

The limpid, golden juice of the finest Spanish olives, refined and clarified by modern methods. Its rich, delicate flavor makes every salad a success.

Libby, McNeill & Libby, Chicago



Beech-Nut Tomato Catsup



THE good housekeeper, making catsup for her family, would make it the Beech-Nut way. For the *Beech-Nut way* is just the same *care* and *delicacy* of treatment that you use in your own cooking.

She would *no more recook her materials* than we do, knowing that to recook a tomato is to lose its fresh, delicate flavor.

She would take the same care as we do to have her tomatoes from *nearby farms*—not shipped long distances. She would make and bottle her Catsup *fresh* and hot—sterilize and seal immediately.

And she would get the same *fine flavor* in her Catsup as we do in *Beech-Nut*.

Get a bottle of Beech-Nut Tomato Catsup from your grocer, and see if we are not right.

Other famous Beech-Nut Delicacies are :

Beech-Nut Oscar's Sauce
Beech-Nut Sliced Bacon
Beech-Nut Peanut Butter

Beech-Nut Red Currant Jelly
Beech-Nut Crab Apple Jelly
Beech-Nut Grape Jam

BEECH-NUT PACKING CO.

CANAJOHARIE, N. Y.

Catsup Plant at Rochester, N. Y.

HOUSEWIVES LEAGUE MAGAZINE

MRS. JULIAN HEATH
SUPERVISING EDITOR



Single Copy 10¢

By the Year \$1.00

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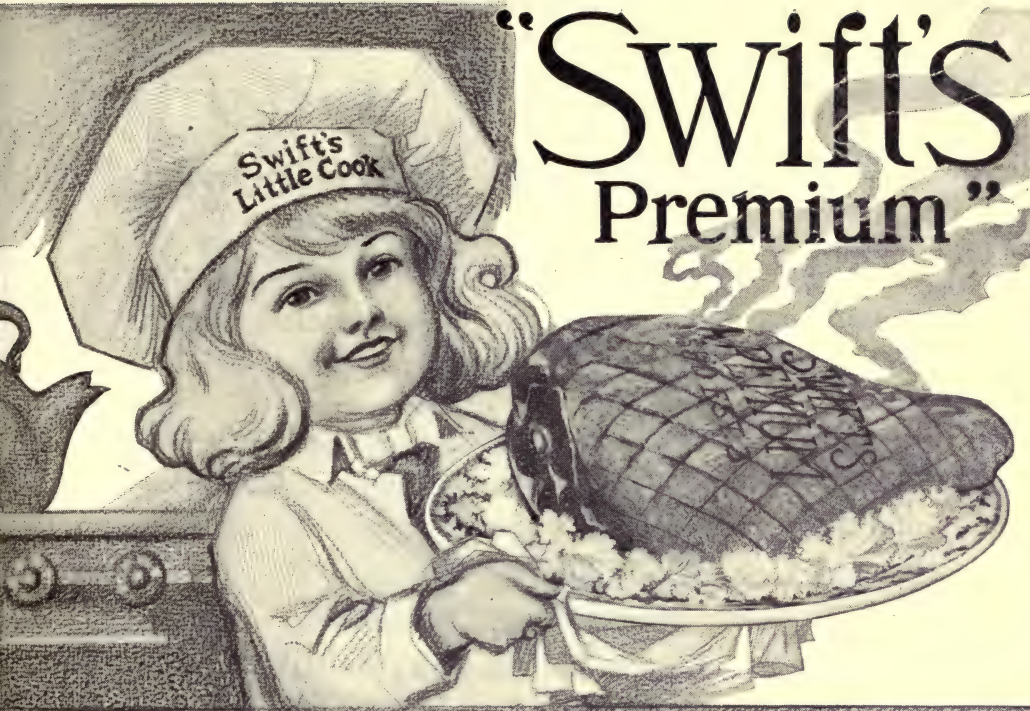
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Beech-Nut Crab Apple Jelly
Beech-Nut Grape Jam

BEECH-NUT PACKING CO.

CANAJOHARIE, N. Y.

Catsup Plant at Rochester, N. Y.

"Swift's Premium"



—baked ham

If you want to give the whole family a genuine treat, order a whole "Swift's Premium" ham and bake it at home.

Try This Recipe

Boil a whole "Swift's Premium" Ham slowly (one-half hour for each pound), changing the water when half done. Remove the rind and insert cloves in the soft fat, covering thickly with brown sugar. Place in a baking dish with water and bake for one-half hour.

When broiling or frying "Swift's Premium" Ham there is no need to parboil or "freshen".

The uniform, delicate flavor is the result of a distinctive curing process perfected through years of experience.

Swift &
Company
U. S. A.

U. S.
Inspected
and
Passed



Advertisements for food supply stores are guaranteed for sanitation only.

The Power of Knowledge

The power of the organized housewife depends on numbers and knowledge. One is useless without the other.

The HOUSEWIVES LEAGUE MAGAZINE is our only means of communication with each other. It contains information never before placed within the reach of the consumer and absolutely

Essential to Wise Expenditure

We want to put this magazine in the hands of every woman in the land, and only when we have done this will we become the power we ought to be.

There is no more important work you can do for the League than that of getting subscriptions for our official organ, or sending us the names of housewife friends who may be interested in learning about it.

Every Subscription Helps

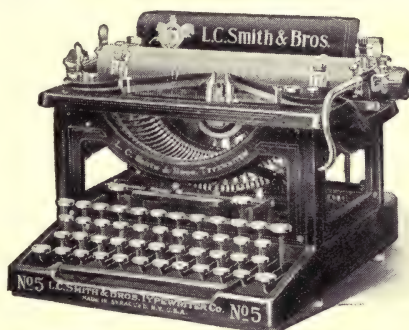
to make the magazine better and adds to the power of the organized housewife.

Price One Dollar a Year

Publication Office: Nos. 15-17 West 44th Street, New York City

Printing Point Does Not Bob Up and Down

Center at which the type is directed
is at rest when impression is made



Ball Bearing ; Long Wearing

In an **L. C. Smith & Bros. Typewriter** the spot on the paper which is to receive the type impression is stationary at the instant the type hits. The carriage does not bob up and down when the shift is made to write capitals. Why? Because the type is shifted—not the carriage.

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This is one reason why L. C. Smith & Bros. typewriting is free from blurs and every letter in the right place.

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Every Housewife

Should Have

This Book

Containing

500

Practical Recipes



for home cooking—preserving—pickling—ices—beverages—confections—all easy to understand and economical to make. Good things and helpful hints are on every page of the

RUMFORD Complete COOK BOOK

By *LILY HAXWORTH WALLACE*

National President of the Associated Clubs of Domestic Science

This 256-page book, bound in full Vellum de Luxe cloth and heavy board covers, will be mailed postpaid to you, **free of any charge**, if you send us ten cards taken from pound cans of

Rumford

THE WHOLESOME
BAKING POWDER

This is the quality powder. Absolute purity and uniformity make it a great help to the housewife, as cooking results are always dependable. Rumford is highly efficient and economical—makes light, wholesome biscuits, cakes and pastry which retain their freshness for an unusually long time.

Ask your grocer for RUMFORD—Don't forget to save the cards in the one pound cans and obtain this 256 page, cloth bound cook book.

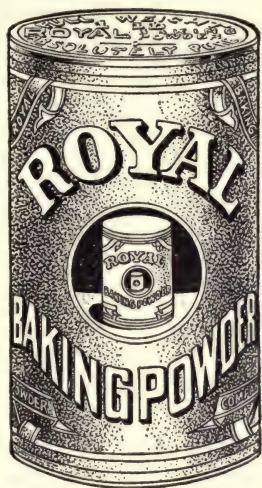
Also ask us for FREE copy of the "Home Recipe Book" for 1914.



RUMFORD CHEMICAL WORKS

Providence, R. I.

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**Safe beyond
question,
most reliable
to use for
Home Baking**

ROYAL BAKING POWDER

ABSOLUTELY PURE

Contains No Alum

**Perfectly leavens and makes the
food more tasty and wholesome**



Here Is Wheatena as it Grows

FROM Selected Winter Wheat, the Hardest and Plumpest and Finest that money can buy, we make Wheatena.

It is the great whole wheat and supplies every element of nutrition that the body requires.

If you could see the way in which we make and pack Wheatena, as Mrs. Julian Heath saw on her recent visit to Wheatenaville; if you could see the sanitary conditions of our clean white concrete mills, and would try Wheatena, prepared according to our directions, you would use it regularly in your home. Let us send you Enough For Breakfast For Three and one of our recipe books with our compliments. Write today referring to this advertisement, and a sample package and book will be sent you at once.

The Wheatena Company
Wheatenaville, Rahway, N. J.



A FAIRY sandwich—a rich, creamy filling of delicate sweetness between two layers of fragile crispness—flavored as exquisitely as a rose petal.

NABISCO

Sugar Wafers

are the perfect dessert sweets. Their popularity is nation-wide—their appropriateness universal. Serve with all desserts—with ices, creams, parfaits, frozen puddings, fruits or beverages.

In ten-cent tins and twenty-five-cent tins.

FESTINO—Dessert sweets in the guise of an almond, with almond-flavored cream filling.

NATIONAL BISCUIT COMPANY

DESSERTS



Jellies, puddings, frozen desserts and salads — with or without fresh or canned fruits — are most popular when made with

KNOX SPARKLING GELATINE

(It's Granulated)

A package of Knox Gelatine makes two quarts ($\frac{1}{2}$ gallon) of jelly.

The contents of both packages are alike, except that the Acidulated package contains an extra envelope of lemon flavoring, saving the cost of lemons.

Make your dinner tonight more inviting by preparing a Knox Lemon jelly today. It will be both appetizing and economical.

LEMON JELLY (Like Above)

Soak 1 envelope Knox Sparkling Gelatine in 1 cup cold water 10 minutes and dissolve with 2 cups (1 pint) boiling water; add $\frac{3}{4}$ cup sugar and stir until dissolved and cooled; then add $\frac{1}{2}$ cup lemon juice and strain through a cheese cloth into mold. Add fresh or canned fruits or fruit juices as desired. Serve with or without whipped cream.

Send for FREE Recipe Book

It contains many economical Dessert, Jelly, Salad, Pudding and Candy Recipes. It is free for your grocer's name. Pint sample for 2-cent stamp and your grocer's name.

CHAS. B. KNOX CO., 321 Knox Ave., Johnstown, N. Y.



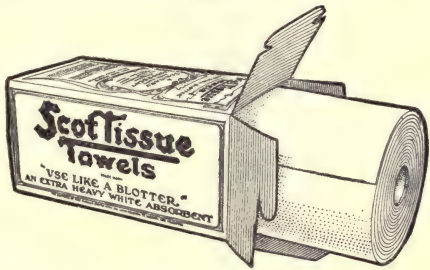
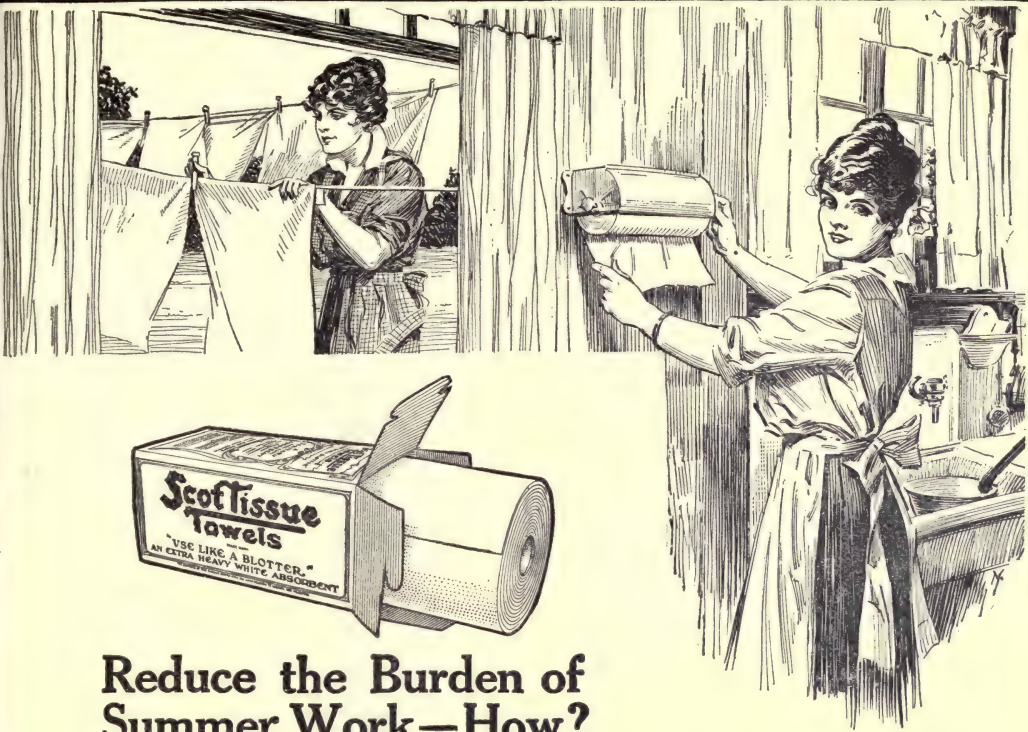
Yellow Package



Blue Package

HOUSEWIVES LEAGUE MEMBERS:—

Be sure to visit the interesting KNOX GELATINE EXHIBIT at the Housewives League Headquarters, 25 West 45th Street, New York



Reduce the Burden of Summer Work—How?

THINK of the washing you can save in hand and kitchen towels by the use of SCOTTISSE-S, the absorbent paper towels; by all means have them handy where children are around. Very often children soil a towel the first time they use it. Keep a roll in the bathroom always; you will find many things that will make them useful there. Nothing but an actual trial will convince you of the great usefulness of absorbent SCOTTISSE in your kitchen for draining grease from fried potatoes, fritters, etc.

SCOTTISSE will polish your windows without the use of water and they are splendid for polishing mirrors, cut glass, etc. Take SCOTTISSE along on your vacation or that auto trip or picnic. Keep SCOTTISSE in the garage for cleaning hands. You have no idea of the multitude of uses you will find for SCOTTISSE towels when once you have them in your home. There are three sizes of

Absorbent

Scott Tissue Towels

JUNIOR ROLL, 10c
STANDARD ROLL, 25c*
LARGE ROLL, 35c*



Scott Tissue Toilet Paper

Soft as old linen

Sani-Tissue Toilet Paper

Soft and clothlike

A high grade, soft, snowy white absorbent paper. Sold in large tight-wound rolls. 10c per roll.

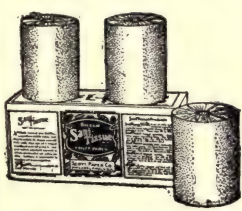
The balsam treatment makes the paper soft and clothlike. Once used, always demanded. 3 rolls in dust-proof carton, 25c.

The above goods sold at all progressive dealers.

Read Our Big 50c Offer

SCOTT PAPER COMPANY
725 Glenwood Avenue,
Philadelphia, Pa.

* Prices slightly higher west of the Mississippi River and in Canada.



SCOTT PAPER CO.
Phila., Pa.

Dear Sirs:
I enclose 50c (75c in Canada). Please send me (prepaid) 1 roll Standard size Scott Tissue Towels, 1 neat Towel Fixture, 1 Pure White Scott Tissue Table Cover, 1 package containing 12 Scott Tissue Dydees, 1 roll of soft absorbent Scott Tissue Toilet Paper, 1 roll of Sani-Tissue Toilet Paper and 1 other roll of high grade Toilet Paper. All for 50c (75c in Canada).

Name _____
Address _____
Town _____ State _____



Copyright, U. S. A. 1915, by
The B. V. D. Company.

“That’s Your
Friend, The
B. V. D. Label,
Boys!”

“TAKE a mental snapshot of that *Red Woven Label*, Tom, and you won’t be fooled as I’ve been once. Now, they can’t sell *me* anything but B. V. D. Underwear. I’m just as particular about my *underclothes* as I am about my outer clothes.

“I prefer B. V. D. because it feels so soft and fits so good. Take my word for it, it’s certainly cool and comfortable, washes up like new and gives me no end of wear. I don’t buy, if the B. V. D. Red Woven Label is missing.”

On every B. V. D. Undergarment is sewed This Red Woven Label

B. V. D. Union Suits (Pat.
U. S. A. 4-30-07) \$1.00, \$1.50,
\$2.00, \$3.00 and \$5.00 the Suit.



B. V. D. Coat Cut Undershirts and
Knee Length Drawers, 50c.,
75c., \$1.00 and \$1.50 the Garment.

(Trade Mark Reg. U. S. Pat. Off. and Foreign Countries)

The B. V. D. Company, New York.

London Selling Agency: 66, Aldermanbury, E. C.



"A Right Sugar for Every Purpose"

Sold Only in Sealed Packages

Now that preserving time is approaching, the thoughts of provident housewives are turned towards preserves, jellies, canned fruits, etc., with which to replenish depleted shelves of store closets so that when luscious, fresh fruits are no longer obtainable, their place may be filled by the contents of jars prepared when those fruits were at their best.

Good fruit is, of course, essential to fine preserves, but equally important is the sugar which is used with it. Do not take chances of failure by using "just sugar," but make sure of success by providing yourself with an abundant supply of Crystal Domino Granulated Sugar, which is especially perfect for preserving:—

- Because its fine and even granulation makes it readily soluble.
- Because it is refined only from Cane Sugar—no beets.
- Because it comes to you perfectly sealed against *all* impurities.
- Because the guaranteed weight makes measuring easy.
- Because the Sugar is so handily poured from the carton.

The American Sugar Refining Co.

Address: NEW YORK

This is the Recipe Which Won the Prize in the Housewives League Contest for the Best Loaf of Bread:

WHITE BREAD

1 cake yeast	$\frac{1}{8}$ teaspoon soda
1 pint milk	2 tablespoon shortening
	3 level teaspoon salt
1 pint boiling water	3 tablespoon sugar

10 cups **"Pillsbury's Best"** flour or about $2\frac{1}{2}$ quarts

Dissolve the yeast cake in a little warm water. Pour the pint of boiling water over the shortening, salt, sugar and soda. When dissolved add the pint of milk and then add the dissolved yeast. Put this in the bread mixer and add the ten cups of flour. Turn the mixer until the dough is thoroughly mixed and stand in a warm place over night. In the morning turn the mixer several times to draw the raised dough together. Turn this out on a lightly floured board. Cut in four pieces and form into loaves. Put them in greased pans, stand in a warm place till double in size and then bake in a moderately hot oven about fifty minutes.

Use
"PILLSBURY'S BEST" FLOUR

It Never Disappoints

Learn to know the flavor of purity

Don't expect Carnation Milk to taste just like raw milk. The sweetness and flavor of Carnation Milk, which you will regard as delicious after you have tried it several times, are due to a more concentrated flavor of the butterfat and other milk solids.

This is caused by the removal of part of the water, through evaporation and by the sterilization.

Carnation Milk

Clean—Sweet—Pure

From Contented Cows

is hermetically sealed and sterilized to protect it from all contamination and to retain its wholesomeness and purity.

It is the handiest and most economical milk because you can keep a supply of it always on the pantry shelf, and because there is less waste—it doesn't spoil as quickly as raw milk. It is daily used in coffee, on cereals and with fruit, in place of cream. Cooking experts highly recommend it for cooking and baking, as it imparts a rich flavor.

See the Carnation Milk exhibits when you go to the Panama-Pacific International Exposition in San Francisco—consisting of a herd of one hundred head of contented cows from Carnation Stock Farm, and a complete condensery in operation. Also exhibited in the Westfield Division in the Palace of Pure Foods. Ask for Carnation Milk in the dining cars.

If you are not going to the Panama Expositions, send today for our new booklet, "The Story of Carnation Milk," containing choice recipes. Try a small can for your coffee—and a tall can for cooking. Your grocer is your Carnation Milkman.

Pacific Coast Condensed Milk Company

2002 Stuart Bldg.,
Seattle, U. S. A.



KINGSFORD'S CORN STARCH



EVERY young cook as well as the more experienced housewives may now know the secret of dainty lemon meringue.

The sure recipe is given in the **CORN PRODUCTS COOK BOOK**—tells how to use Kingsford's Corn Starch, not only for lemon meringue—but for many other dainty summer desserts, cakes, pastries and puddings.

You know Kingsford's Corn Starch of course—celebrated for more than 60 years for its extreme delicacy and purity.

But get the cook book—it's free for your name on post card—and then you will see how to use your Kingsford's for many other dishes that the whole family will like.

NATIONAL STARCH COMPANY

Dept. YY,

New York

P. O. Box No. 161



You have only to taste!

"Force" flakes are as dainty as snow-flakes but they give you the robust nourishment of *wheat*—not corn or some other less nourishing cereal.

Wheat for nutriment—"Force" for flavor and nutriment!

"FORCE" **TOASTED** **WHEAT** **FLAKES**

Every package protected by a waxed paper wrapper

The H-O Company, Buffalo, N.Y.
Makers of H-O, Force, and Presto.

Consider the GAS WATER HEATER and our new

EASY-PAYMENT PLAN

6 months in which to pay. For a Gas Water Heater that costs you \$12.50 we'll ask a cash payment of *only* \$2.50 and \$2. a month for five months.

We have another type of Gas Water Heater for which we charge \$15.75. You pay *only* \$3.25 down *in cash* on this and \$2.50 each month for 5 months. On another type (\$17.) you pay \$4.50 in cash, and \$2.50 each month for 5 months.

CONSOLIDATED GAS COMPANY *of* NEW YORK

GEO. B. CORTELYOU, President

On The Pantry Shelves of Every Discriminating Housewife These Two Products Are Conspicuously Displayed

HOTEL ASTOR HOTEL ASTOR GUESTS' COFFEE UNCOATED RICE

ORIGINATED ten years ago for the discriminating patronage of the Hotel Astor.

You cannot buy better coffee at any price, nor as good coffee at the same price—and the cup-brew per pound of Hotel Astor Coffee so far exceeds that of ordinary coffees its use is true economy.

Hotel Astor Guests' Coffee Sold in Sealed tins only, per pound 35c.

If you would "try before you buy" send a two-cent stamp for our "get acquainted" tin, enough for five cups of good coffee.

A SELECTION of cleaned, uncoated, white, full head rice that comes to you in dust proof, sanitary cartons and differs from ordinary rice in everything except price.

You will find it full value in quality and quantity. Just send us ten cents for a full pound carton, postpaid. Kindly give us the name of your grocer.



B. FISCHER & CO., 190 Franklin Street, New York

Shipped From Plants Devoted
Exclusively to Grade-A-Milk



Sheffield "Sealect"—The only moderate-priced Grade-A-Milk.

Selected for richness and safeguarded by a non-replaceable seal.

Sheffield Farms - Slawson - Decker Co.
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The Sack that keeps the
Flour *IN* and the Dirt *OUT*



The
porous
mesh of
the
cotton is
sealed.

The
PAPER
LINING
does it

Your Dealer has flour packed in
this sanitary package, or can get it
if you insist.

Write for literature and samples
The Cleveland-Akron Bag Co., Cleveland

HOUSEWIVES LEAGUE

National Movement for Federation of Housewives.

Organized to uphold the enforcement of laws which affect food supplies, the family health, the cost of living, and to secure further legislation, when necessary, toward that end.

Educational—Defensive—Constructive

MEMBERS ARE REQUESTED:

- To insist upon full weights and measures.
- To insist upon cleanliness in the handling of food.
- To protest against the exposure of all food to contamination from dirt, flies, or other infection and to refuse to purchase such food.
- To read carefully all labels on canned and bottled goods and to report any violation of the pure food and drugs act.
- To make personal investigation into the sanitary condition of their markets, grocery, bakery, dairy, laundry, delicatessen and confectionery stores.
- To, as far as possible, refuse to purchase cold storage poultry, fish, butter, eggs, fruit, etc., which have been held to the detriment of condition or advancement of price.
- To secure two new members for the organization.

In Justice to Tradesmen.

Members Are Also Requested:

- To so plan their orders that but one delivery a day is required.
- To pay cash or settle all credit accounts promptly.
- To patronize tradesmen who comply with the laws.
- To refrain from handling articles of food that are exposed for sale.
- To give preference to food distributing stores that close not later than seven P. M.

INFORMATION IN REGARD TO THE LAWS WHICH AFFECT THE HOME MAY BE FOUND IN:

- The Sanitary Code of your local Board of Health.
- Your State Department Labor Laws.
- The office of your Commission of Weights and Measures.
- Valuable information can also be secured in the publications of the Department of Agriculture at Washington.
- This information may be secured free by applying to above-named Departments.

MEMBERS ARE REQUESTED TO REPORT VIOLATIONS AND PERSONAL OBSERVATIONS TO SECRETARY OF CENTRAL COUNCIL.

- There shall be four classes of members:
 - Active—To consist of Housewives and others who are buyers of food products. Dues, 10 cents annually, including badge for membership in National organization.
 - Associate—Men and women, not direct buyers of food products, but who wish to further the work of the organization. Dues, \$1.00 annually, including badge.
 - Sustaining Persons who contribute more than \$1.
 - Affiliated—Members of clubs and organizations recording their approval of the movement.
- Founder and National President—Mrs. Julian Heath, 175 W. 88th St. Tel. 6583 Riverside.
- Honorary Vice-President—Mrs. Francis Bowes Sayre.
- National Vice-Presidents—Mrs. H. B. Caraway and Miss Edith Deshler.
- National Secretary—Mrs. Thomas A. Fulton.
- National Treasurer—Mrs. Egbert V. S. Chamberlin.

What a Million Mothers Avoid

More than a million careful mothers have intuitively known the dangers of poisonous fly destroyers. They have known that such preparations contain arsenic in deadly quantities. They have realized the peril to little children that accompanies the use of fly poisons.

But for those who have not learned of these dangers, we quote from a recent issue of the Child Betterment Magazine, which comments upon 35 cases of children being poisoned last year:

"The danger to children it great, and the danger to adults is by no means inconsiderable."

In the December issue of the Michigan State Medical Journal, an editorial on the same subject cites 47 cases and goes on to state:

"Arsenical fly poisons are as dangerous as the phosphorus match. They should be abolished. There are as efficient and more sanitary ways of catching or killing flies. And fly poisons, if used at all, should not be used in homes where there are children, or where children visit."

TANGLEFOOT

"The Sanitary Fly Destroyer"
Non-Poisonous

Catches the Germ With the Fly

The new metal Tanglefoot Holder removes the last objection to the use of Tanglefoot. 10c at dealers or sent postpaid—two for 25c anywhere in United States.

THE O. & W. THUM CO.
Dept. 238—Grand Rapids, Mich.

43



Advertisements for food supply stores are guaranteed for sanitation only.

Here's Health!

**Good Old Doctor Wheat Bran
Brings Continuous Good Health
To Every Member of the Family**

There is more good health in every small carton of Ballard's Sanitary Edible Bran than there is in the entire family medicine chest. It's the king of all laxatives. Nothing known to science equals it for constipation. Make Wheat Bran a part of your daily ration and note the improvement in your health. Don't buy common Wheat Bran. Insist that your grocer or druggist supply

BALLARD'S

Sanitary

Edible Bran

**Nature's
Own Laxative**

Simple, harmless, inexpensive. Comes to your table pure, clean and good—retaining the Gluten—in convenient cartons—no dust, no dirt, no germs.

Better than medicine—cheaper than doctors.

If your dealer does not handle it, send us his name and we will have you supplied immediately.

**Ballard & Ballard Co. (Inc.)
Louisville, Ky.**



20 Cent Eggs All Year Round



Eggs are at their best now. Get a crate and preserve them for use next winter. You can easily do this and be assured of perfectly good eggs, by using

GOUDY'S EGG PRESERVER

Water Glass in dry, soluble form, thoroughly tested and strongly endorsed.

50 cent package, sufficient to preserve 30 dozen eggs, now on the market. All Druggists and Grocers, or by mail on receipt of Price.

A "Goudy Egg Tester" and Booklet, "Preserving Eggs at Home," free on application.

**UNITED SPECIALTY COMPANY
Box 201. 121 So. 3rd St., Philadelphia, Pa.**

SUGAR

3 7/8¢ per lb.

YOU can purchase 25 lbs. of the best Granulated Cane Sugar for 98¢ when ordered with other money-saving Larkin Groceries, such as flour, coffee, tea, canned vegetables, dried vegetables, ham, bacon, fish, cereals, crackers, preserved fruits, dried fruits, relishes, confectionery; laundry and toilet supplies of all kinds.

'Samples of Our Bargains

Larkin Blend Coffee, 3 lbs., 75¢; Imported Tea, 30¢ per lb.; Cream Tartar Baking Powder, 12 1/2¢ per 1/2 lb.; Country Gentleman Corn, 3 large cans, 25¢; Tomatoes, 3 full-size cans, 25¢; Pork and Beans, 15-cent size can for 7 1/2¢; Alaska Salmon, 3 1-lb. cans, 31¢; Macaroni, lb. package, 7 1/2¢; Sweet Home Laundry Soap, or Maid o' the Mist Floating Soap, 2 1/2¢ per bar; Norwegian Sardines, 9¢ per can; 5 lbs. Rice, 28¢; Egg Noodles, 1/2 lb., 5¢; Peanut Butter, large jar, 12 1/2¢; 5 lbs. Prunes, 55¢; Larkin Mince Meat, 8¢; 1 lb. Saleratus, 5¢; 1 lb. Pearl Tapioca, 6¢; 1 lb. Corn Starch, 5¢; 1/4 lb. Black Pepper, 5¢; large can Sliced Hawaiian Pineapple, 17¢.

GROCERY BOOK, FREE

Write today for this Pure - Food Book which will be sent to you for six months, free, upon request. It illustrates and describes in full all our groceries and household supplies, and contains also many recipes and valuable suggestions from the Larkin Kitchen. Every member of the Housewives League should have a copy. Send for yours today.



Larkin Co.

Buffalo, N. Y. Peoria, Ill. Chicago, Ill.

THIS BRINGS THE BOOK

Larkin Co. Send Coupon to nearest address. Please send me, free, your money-saving Grocery Book No. 36.

Name

Address

C 39

Advertisements for food supply stores are guaranteed for sanitation only.

BORDEN'S

GRADE A MILK

PASTEURIZED

Clean Rich Safe Milk

This milk is produced and handled under conditions that show a full appreciation of your natural love for cleanliness and safety. We supervise its production, pasteurize it and bottle it in the country, deliver it in sterilized containers and sell it at a moderate price.

BORDEN'S CONDENSED MILK CO.

Telephone: 5360 Franklin

108 Hudson Street, N. Y.

SUDS

Will Wash FOR YOU

No Rubbing — No Boiling

No Backache - No Chapped Hands

SUDS DOES IT ALL

For enough to Wash 8
Tubs of Clothes send **10c**

UNITED SUDS CORP., 22 Columbus Circle, New York
AGENTS WANTED



These trade-mark crisscross lines on every package

CRESCO FLOUR DIET FOR
DYSPEPTICS

And Mild Cases of
KIDNEY AND LIVER TROUBLES AND OBESITY

Makes delicious foods for everybody.

Unlike other goods. Ask your physician.

Leading grocers. For book or sample, write

FARWELL & RHINES, Watertown, N. Y., U.S.A.

ONLY 2 CENTS A MONTH

THAT'S ABOUT WHAT THE
HOME BUDGET

COSTS TO YOU.

THINK OF A WHOLE YEAR'S ENTERTAINING READING FOR

25 CENTS

THE HOME BUDGET IS A BIG ILLUSTRATED MAGAZINE PUBLISHED EVERY MONTH.

FULL OF STORIES, ODD BITS OF NEWS, INTERESTING PICTURES, MUSIC, FASHIONS, PATTERNS, AND MANY OTHER DEPARTMENTS, ALL FOR THE HOME. EVERYBODY IS EAGER TO READ IT.

SEND 25 CENTS IN STAMPS FOR A YEAR'S SUBSCRIPTION FOR THIS BIG MAGAZINE.

HOME BUDGET

Room 2 Budget Building Troy, N. Y.

"The Crowning Attribute of Lovely Women is Cleanliness"



NAIAD DRESS SHIELDS

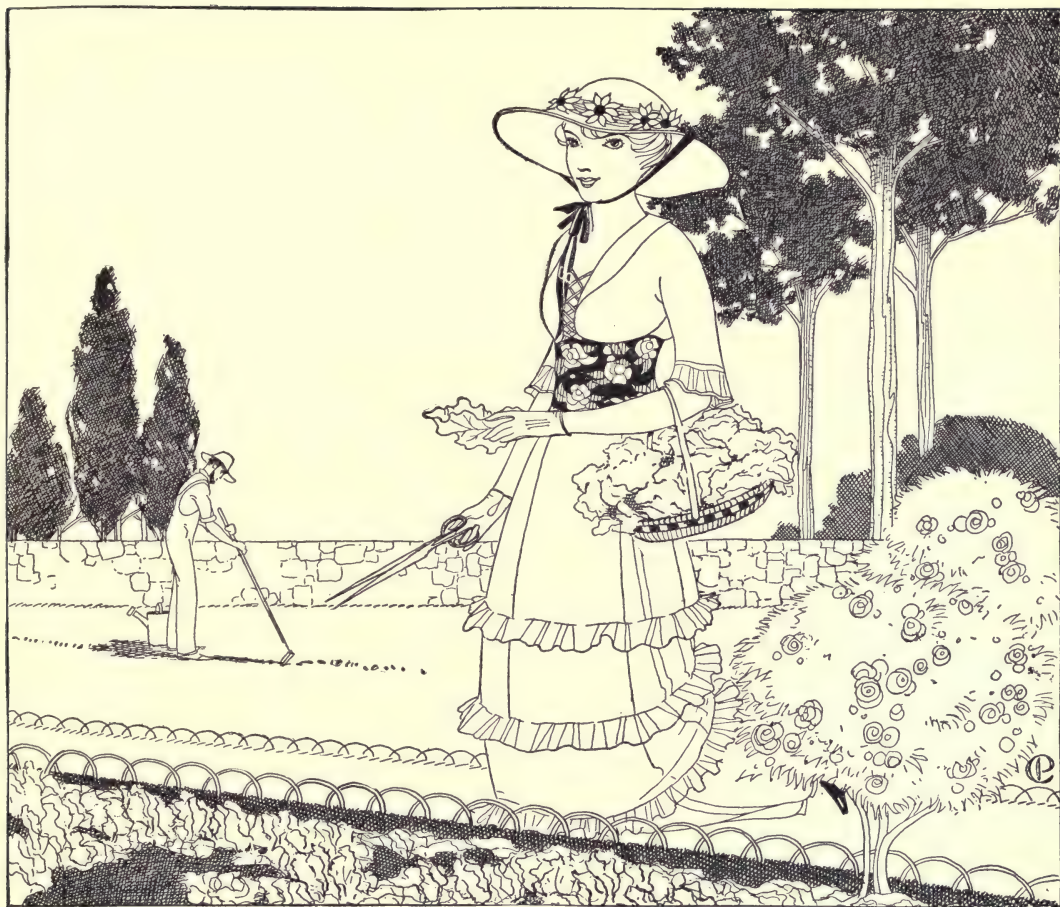
add the final assurance of cleanliness.

FREE FROM RUBBER

Can be quickly sterilized in boiling water. All styles and sizes to fit every requirement. Regular, Full Dress and Shirt Waist are made in flesh color. Guarantee with every pair.

Naiad Waterproof Sheeting for the Nursery and Hospital

The C. E. CONOVER CO., Mfrs., 101 Franklin Street, New York



WESSON OIL is a pure, delicious, vegetable oil—as much a vegetable as the crisp lettuce of your salad itself.

Nature gives us a “goody” like maple sugar from a tree that also gives us wood for our floor. Need we be surprised to find a most delicious salad oil made from a plant that also gives us our gingham aprons?

Wesson Oil is made from the seed of the cotton plant, refined by a process invented by Dr. Wesson.

For salad dressings Wesson Oil is the equal of the finest olive oil ever imported into this country. It costs only a third as much because of Nature's lavishness. Good olive oil is high-priced because there is little of it and it is hard to get. The abundant quantity of seed available for making Wesson Oil keeps the price down to a point where it is the most economical as well as the most delicious oil for salads or for cooking.



25 cents In new 25-cent, 50-cent and \$1 square screw-top cans that fit the refrigerator and pour easily. If your grocer hasn't it, send us 25 cents (in stamps, if more convenient) and your grocer's name. Address The Southern Cotton Oil Company, 90 West Broadway, New York.

*Rocky Mountain States
and West*

West of Denver, freight rates increase these prices. Send 35c from the coast, and 40c from the Rocky Mountain section for a full quart can.



United Profit-sharing Coupons
with every can

OH! MY! HOW CLEAN!

Remark visitors constantly—



We invite you to come and inspect our Kitchens which are always open to visitors.

Mrs. Heath and other officers of the Housewives League have visited our establishment and endorsed same.

Have you tried our NEW Brand!



10c

READYMAID

CONCENTRATED

SOUPS

Add Water, Heat and Eat

Scotch Broth
Tomato
Vegetable
Ox Tail
Consomme
Onion
Bouillon
Clam Chowder
Chicken
Mock Turtle
Pea
Clam Bouillon

10c

Buy a can of Franco-American Spaghetti—10c and 15c

THE FRANCO-AMERICAN FOOD CO.

Jersey City, N. J., U. S. A.

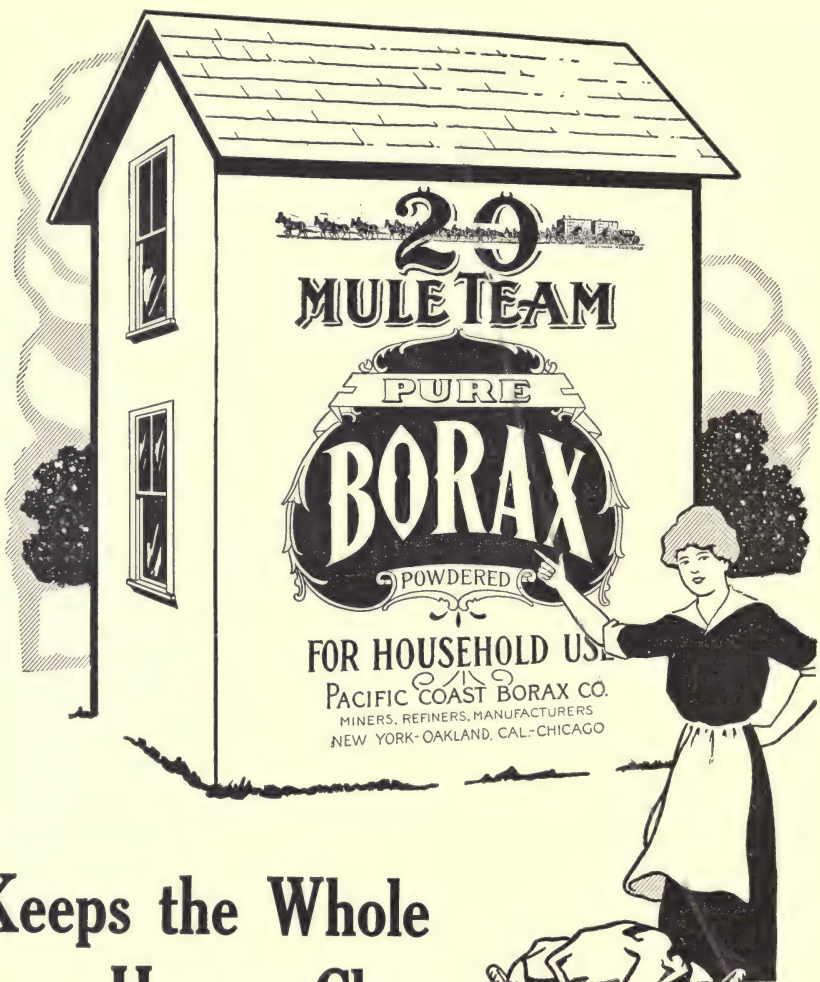
HOUSEWIVES LEAGUE MAGAZINE

MRS. JULIAN HEATH
SUPERVISING EDITOR



Single Copy 10¢

By the Year \$1.00



Keeps the Whole House Clean

Her Best Friend

Your own dealer sells 20 Mule Team Borax and 20 Mule Team Borax Soap Chips. Ask him about it today.

Note: Valuable Library Slips in Each Package



An Appeal to the Housewives League

As members of an organization which has for its purpose a clearer conception of the cost of living, you are interested in Oleomargarine.

For the sake of fairness and your own personal interest, you should try

"Swift's Premium" Oleomargarine

No need to speak about its purity—the U. S. Inspected and Passed stamp on each carton guarantees that.

Nor of its wholesomeness and health giving qualities—doctors everywhere hail Oleomargarine as a most nutritious product.

But we want especially that you should learn its pleasing, appetizing appearance, and its satisfactory, low price.

"Swift's Premium"
Oleomargarine comfortably cuts the cost of living.

Purchase a carton from your dealer.

Swift & Company
U. S. A.



The Voice of the Housewife

In sending us her subscription to the HOUSEWIVES LEAGUE MAGAZINE a housewife writes: "I'm so glad there is a magazine."

We want every housewife in the country to know that "there is a magazine" through which she may make known her needs and gain the knowledge necessary for wise expenditure, and we appeal to all who know about it to make it their business to tell others.

The HOUSEWIVES LEAGUE MAGAZINE is the voice of the progressive, intelligent housewife, and

Every Subscription Helps

to make it a voice which cannot be disregarded.

Our power is in knowledge and concerted action. Therefore, all housewives should

Join the Housewives League

Annual Dues 10 Cents

AND SUBSCRIBE FOR THE

Housewives League Magazine

PRICE ONE DOLLAR A YEAR

Publication Office, No. 27 E. 22nd Street, New York



*This Bunch
of Grapes
weighing a
pound*

would furnish cream of tartar sufficient to make the Royal Baking Powder required to raise a dozen tea biscuits.

The most wholesome, highly efficient baking powder is made from cream of tartar, the product of grapes.

There are inferior baking powders sold at a lower price than Royal; but they are made from materials which cost but a trifle and are not economical at any price.

The label on the can, which shows what the baking powder is made of, should say "Cream of Tartar" to entitle it to your favor.

Royal Baking Powder contains no alum or lime phosphate. It is absolutely pure and healthful.

ROYAL BAKING POWDER CO.
New York





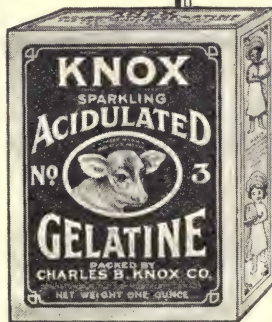
Serve Grape Juice Sherbet, as above

Soak $\frac{1}{2}$ envelope Knox Sparkling Gelatine in $\frac{1}{2}$ cup cold water 5 minutes. Make a syrup by boiling 1 cup sugar and $1\frac{1}{2}$ cups boiling water ten minutes, and add soaked gelatine. Cool slightly and add 1 pint grape juice, 4 tablespoonfuls lemon juice, $\frac{1}{2}$ cup orange juice; then freeze. Serve in glasses and garnish with candied violets or fruit, if desired.

The contents of these packages are identical except the "Acidulated" (or Blue) package contains an extra envelope of lemon flavoring, saving the cost of lemons and the trouble of squeezing them.



Yellow Package



Blue Package

Summer Ices

Cooling creams and ices
"stand better" and are
smoother if made with

KNOX SPARKLING GELATINE

(It's Granulated)

It is the secret of home-
made frozen dainties —
this Grape Juice Sherbet
will prove it.

Send for FREE Recipe Book

It contains many economical
Dessert, Jelly, Salad, Pudding
and Candy Recipes. It is free
for your grocer's name. Pint
sample (enough to make this
grape sherbet) for 2-cent
stamp and grocer's name.

CHAS. B. KNOX COMPANY
321 Knox Ave., Johnstown, N. Y.

Perfect appointments of napery, silver, glass and china are merely accessories in the serving of

NABISCO

Sugar Wafers

These delectable sweets are the crowning touch to any dessert.

Sugar-wafer confections with a sweetened-cream filling that fairly melt on the tongue. In ten-cent and twenty-five-cent tins.

FESTINO—Another dessert confection in almond shape, with sweetened-cream filling.

NATIONAL BISCUIT
COMPANY



Advertisements for food supply stores are guaranteed for sanitation only.



BETWEEN US—

every ounce of "Pillsbury's Best" is real flour—rich in food-value, uniform in quality and never bleached. Don't bother with second-best flour with its vexations and disappointments, but buy "Pillsbury's Best" and make the kind of bread your folks can't get enough of. Get—

"PILLSBURY'S BEST"

Let us send you without
charge enough

Wheatena

for a breakfast for three.
We want every reader of
the Housewives League
Magazine to try Wheatena
for herself.

Write today. A postal will do.

Please also send us the name and address of
your grocer. A sample package of Wheat-
ena and a little recipe book will go to you
by early mail.

THE WHEATENA COMPANY, Box 2, Wheatenaville, Rahway, N. J.

What David J. Hickey Says About Moxie

David J. Hickey
of New York City
Analyst and Lecturer
on Pure Foods

“Food decency”—It is a new term by whose requirements the food experts are now judging the things which man eats and drinks. Not alone does the chemist demand that foods shall be free from chemical preservatives and habit-forming drugs but the bacteriologist requires that they shall be germ free, made from clean materials by clean men in clean factories.

I have examined the Moxie laboratories at Boston and New York and have tested Moxie many many times, and am pleased to say that Moxie, made in a factory where God's sunlight is in every corner, where healthy men work with a smile on their faces and utensils stare at the visitor with shining, uncompromising whiteness, where wholesome materials are mixed and put into sterile bottles untouched by human hands—Moxie is “decent.” I give it my unqualified approval.



Order from your dealer to-day
A CASE OF MOXIE

Always keep a few bottles in
the ice chest;—the whole family
will enjoy it.



Copyright U. S. A. 1915, by
The B.V.D. Company.

"You Rascal, It's B.V.D. That Keeps You Cool!"

"YOU'VE been strutting around the house, bragging: 'How Cool I Am'—*now* I know the reason—caught with the goods. You can't get ahead of your Dad, though—ha! ha! *I'm* wearing B.V.D., too. I've got it on right now.

"Mother got mine for me the other day at Brown's. You bet, she knows how to buy. Always gets what she asks for, and, Boy, I haven't felt so *cool* and *com-fortable* in all my life. Doesn't bind or chafe—lets the air in—seems to keep your pores open—launders as white and soft as a handkerchief—simply great."

On every B.V. D. Undergarment is sewed

This Red Woven Label



(Trade Mark Reg. U. S. Pat. Off. & Foreign Countries)

Firmly insist upon seeing the B.V. D. *Red Woven Label*, and firmly refuse to take any Athletic Underwear without it. Then you'll get properly cut, correctly made, long-service underwear.

B.V.D. Union Suits (Pat. U. S. A. 4-30-07) \$1.00, \$1.50, \$2.00, \$3.00 and \$5.00 the Suit. B.V.D. Coat Cut Undershirts and Knee Length Drawers, 50c, 75c, \$1.00 and \$1.50 the Garment.

The B.V. D. Company, New York.

London Selling Agency: 66, Aldermanbury, E. C.



Copyright U.S.A. 1915 by
The B.V.D. Company



Copyright U.S.A. 1915 by
The B.V.D. Company

Consider the GAS WATER HEATER and our new

EASY-PAYMENT PLAN

6 months in which to pay. For a Gas Water Heater that costs you \$12.50 we ask a cash payment of *only* \$2.50 and \$2. a month for five months.

We have another type of Gas Water Heater for which we charge \$15.75. You pay *only* \$3.25 down *in cash* on this and \$2.50 each month for 5 months. On another type (\$17.) you pay \$4.50 in cash, and \$2.50 each month for 5 months.

CONSOLIDATED GAS COMPANY *of* NEW YORK
GEO. B. CORTELYOU, President

When You Go Shopping carry in
Your Hand
Bag an *Ingersoll*



Midget Watch

It is an accurate time keeper, will stand the hard knocks and costs but \$2.50
Sold by 60,000 dealers or sent post-paid for \$2.50

Robt. H. Ingersoll & Bro.
315 Fourth Avenue, New York



A crisp, cool food—chockful of nourishment!

That's "FORCE."

Can you think of a better dish for your children's breakfast? "FORCE" is wheat—tender-flaked and crisp-browned with pure barley malt added to make digestion very easy.

"FORCE" TOASTED WHEAT FLAKES

Every package protected by a waxed paper wrapper

**The H-O Company, Buffalo, N.Y.
Makers of H-O, Force, and Presto.**



LET a woman be sure her preserves will turn out well—and she can hardly wait for berries and fruit to ripen, that she may start preserving.

Once you use part Karo (CRYSTAL WHITE) in your preserving syrup instead of all sugar, you begin to gain a confidence in results you never felt before.

For strawberries, the summer fruits, peaches and pears—the syrup made with Karo (CRYSTAL WHITE) blends perfectly with the fruit and brings out the natural flavor.

Such a syrup keeps jams and jellies smooth and prevents sugaring or crystallizing.

Ask your grocer for a Karo Preserving Book—OR DROP US A POST CARD WITH YOUR NAME AND ADDRESS, AND WE WILL MAIL YOU A COPY, FREE.

Tell him to send you a can of Karo Syrup (CRYSTAL WHITE), follow the proportions and directions as given in the Karo Preserving Book and see why more than a million American women are using Karo (CRYSTAL WHITE) in all their preserving, season after season.

Write for your FREE copy of Karo Preserving Book to

CORN PRODUCTS REFINING COMPANY
Dept. Y.Y. New York P. O. Box 161

Your Milk Should Be Sweet and Clean

—when it reaches your table

All the precautions of farmer and dairymen are useless if the bottle sealing is imperfect.

Look at the illustrations and notice how the old-fashioned seal is a trap for dust and dirt. Compare with this the flat secure sanitary covering of the San Lac Seal.

There is no mess or spillage in removing the San Lac Seal. A simple touch of the finger and it is surely and simply removed.

If your milkman does not use the San Lac Seal, mail the attached coupon and we will be glad to send you samples.

Point out its advantages to him. He is too good a business man not to appreciate your interest, especially since the adoption of the San Lac Seal will place his milk in greater demand.

The Pa Pro Company

Makers of Paper Products

Lowville, New York



The Old Way—The sunken cap catches dirt and dust.



The Sanitary Way—No dust can collect.



The San Lac Seal—Sanitary and easily removed.

**THE
PA PRO
COMPANY**

Lowville, New York

Please send me samples of the San Lac Seal.

Name.....

Address.....

Milkman's Name.....

His address.....

Advertisements for food supply stores are guaranteed for sanitation only.

EXQUISITELY RICH IN FLAVOR

Dainty and delicious are the
desserts, cakes and icings, and
ice cream made with

MAPLEINE

Why not make unusual and
tempting dishes with this pure
vegetable flavor?

1-oz. bottles, 20c

2-oz. bottles, 35c

Grocers sell it, or write DEPT. 43

CRESCENT MFG. CO.
Seattle, Wash.



FRESH EGGS

Guaranteed Table Eggs. Fresh Butter
and Poultry. All orders promptly delivered.

SPRINGSIDE FARMS

Telephone 5940-5941 Plaza 639 Madison Avenue

BORDEN'S

GRADE A MILK

PASTEURIZED

Clean Rich Safe Milk

This milk is produced and handled
under conditions that show a full ap-
preciation of your natural love for
cleanliness and safety. We super-
vise its production, pasteurize it and
bottle it in the country, deliver it in
sterilized containers and sell it at a
moderate price.

BORDEN'S CONDENSED MILK CO.

Telephone: 5360 Franklin

108 Hudson Street, N. Y.

HOUSEWIVES LEAGUE

National Movement for Federation of
Housewives.

Organized to uphold the enforcement of laws which
affect food supplies, the family health, the cost of
living, and to secure further legislation, when neces-
sary, toward that end.

Educational—Defensive—Constructive

MEMBERS ARE REQUESTED:

To insist upon full weights and measures.

To insist upon cleanliness in the handling of food.

To protest against the exposure of all food to con-
tamination from dirt, flies, or other infection and to
refuse to purchase such food.

To read carefully all labels on canned and bottled
goods and to report any violation of the pure food
and drugs act.

To make personal investigation into the sanitary
condition of their markets, grocery, bakery, dairy,
laundry, delicatessen and confectionery stores.

To, as far as possible, refuse to purchase cold
storage poultry, fish, butter, eggs, fruit, etc., which
have been held to the detriment of condition or
advancement of price.

To secure two new members for the organization.

In Justice to Tradesmen.

Members Are Also Requested:

To so plan their orders that but one delivery a
day is required.

To pay cash or settle all credit accounts promptly.

To patronize tradesmen who comply with the laws.

To refrain from handling articles of food that are
exposed for sale.

To give preference to food distributing stores that
close not later than seven P. M.

INFORMATION IN REGARD TO THE LAWS WHICH AFFECT THE HOME MAY BE FOUND IN:

The Sanitary Code of your local Board of Health.
Your State Department Labor Laws.

The office of your Commission of Weights and
Measures.

Valuable information can also be secured in the
publications of the Department of Agriculture at
Washington.

This information may be secured free by applying
to above-named Departments.

MEMBERS ARE REQUESTED TO REPORT VIO- LATIONS AND PERSONAL OBSERVATIONS TO SECRETARY OF CENTRAL COUNCIL.

There shall be four classes of members:

Active—To consist of Housewives and others who
are buyers of food products. Dues, 10 cents annually,
including badge for membership in National organiza-
tion.

Associate—Men and women, not direct buyers of
food products, but who wish to further the work of
the organization. Dues, \$1.00 annually, including
badge.

Sustaining Persons who contribute more than \$1.

Affiliated—Members of clubs and organizations re-
cording their approval of the movement.

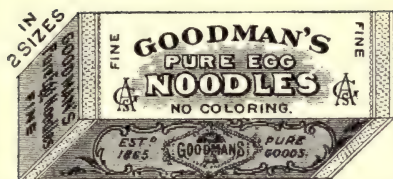
Founder and National President—Mrs. Julian
Heath, 25 W. 45th St. Tel. 4513 Bryant.

Honorary Vice-President—Mrs. Francis Bowes Sayre.

National Vice-Presidents—Mrs. H. B. Caraway and
Miss Edith Deshler.

National Secretary—Mrs. Thomas A. Fulton.

National Treasurer—Mrs. Egbert V. S. Chamberlin.



EAT-BRAN MUFFINS

(Nature's Food Laxative)

TO ORDER BY **K. M. BRADLEY**

503 West 121st Street, New York

Price 30c per dozen

Orders delivered by Parcel Post

Phone 5010 Morningside



5c.

Is all you have to pay for

TRIP-O-LEE CLEANSER

Cleans anything
and everything

No Acid — No Grit

Ask for TRIP-O-LEE
Insist upon getting
TRIP-O-LEE

At Grocers, Department Stores
and
Woolworth's 5 and 10c Stores



This domestic science booklet contains illustrations and recipes for making forty nourishing kinds of breads, buns, etc., with FLEISCHMANN'S YEAST.

Yours for the asking.

THE FLEISCHMANN CO.,

701 Washington St.

New York

Shipped From Plants Devoted
Exclusively to Grade-A-Milk



Sheffield "Sealect"—The only moderate-priced Grade-A-Milk.

Selected for richness and safeguarded by a non-replaceable seal.

Sheffield Farms - Slawson - Decker Co.

524 West 57th Street, New York City

The Sack that keeps the
Flour *IN* and the Dirt *OUT*



The
porous
mesh of
the
cotton is
sealed.

The
**PAPER
LINING**
does it

Your Dealer has flour packed in this sanitary package, or can get it if you insist.

Write for literature and samples

The Cleveland-Akron Bag Co., Cleveland

ONLY 2 CENTS A MONTH

THAT'S ABOUT WHAT THE
HOME BUDGET

COSTS TO YOU.

THINK OF A WHOLE YEAR'S ENTERTAINING READING FOR

25 CENTS

THE HOME BUDGET IS A BIG ILLUSTRATED MAGAZINE PUBLISHED EVERY MONTH.

FULL OF STORIES, ODD BITS OF NEWS, INTERESTING PICTURES, MUSIC, FASHIONS, PATTERNS, AND MANY OTHER DEPARTMENTS, ALL FOR THE HOME. EVERYBODY IS EAGER TO READ IT.

SEND 25 CENTS IN STAMPS FOR A YEAR'S SUBSCRIPTION FOR THIS BIG MAGAZINE.

HOME BUDGET

Room 2 Budget Building Troy, N. Y.

The REAL Staff of Life

Reduces Your Meat Bills

Because you persist in eating un nourishing white bread you must eat lots of high priced meat for real nourishment.

You would not need so much meat—and any physician will tell you that much suffering would be avoided if folks would eat bread which has not been robbed of its nutritive elements for mere whiteness—bread made of

BALLARD'S

Whole Wheat

Graham Flour

It contains all the food value of the best winter wheat. Pure, clean and good, in convenient cartons. No dust, no dirt, no germs.

Plain or Self-Rising

If your dealer does not handle it, send us his name and we will have you supplied immediately.

Ballard & Ballard Co., (Inc.)
Louisville, Ky.



SUDS Will Wash FOR YOU

No Rubbing — No Boiling

No Backache - No Chapped Hands

SUDS DOES IT ALL

For enough to Wash 8
Tubs of Clothes send **10c**

UNITED SUDS CORP., 22 Columbus Circle, New York
AGENTS WANTED

Look Well

Wear Well

All Widths
and
All Sizes



For Sale
By All
Dealers

Made by

Naumkeag Steam Cotton Co., Salem, Mass.

"The Crowning Attribute of Lovely Women is Cleanliness"

NAIAD DRESS SHIELDS

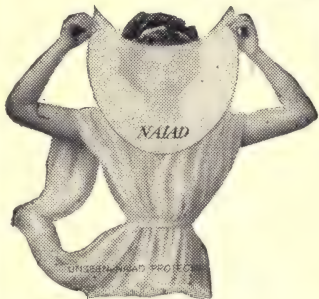
add the final assurance of cleanliness.

FREE FROM RUBBER

Can be quickly sterilized in boiling water. All styles and sizes to fit every requirement. Regular, Full Dress and Shirt Waist are made in flesh color. Guarantee with every pair.

[Naïad Waterproof Sheeting for the Nursery and Hospital

The C. E. CONOVER CO., Mfrs., 101 Franklin Street, New York



Beech-Nut Tomato Catsup



THE good housekeeper, making catsup for her family, would make it the Beech-Nut way. For the *Beech-Nut way* is just the same *care* and *delicacy* of treatment that you use in your own cooking.

She would *no more recook her materials* than we do, knowing that to recook a tomato is to lose its fresh, delicate flavor.

She would take the same care as we do to have her tomatoes from *nearby farms*—not shipped long distances. She would make and bottle her Catsup *fresh* and hot—sterilize and seal immediately.

And she would get the same *fine flavor* in her Catsup as we do in *Beech-Nut*.

Get a bottle of Beech-Nut Tomato Catsup from your grocer, and see if we are not right.

Other famous Beech-Nut Delicacies are:

Beech-Nut Oscar's Sauce
Beech-Nut Sliced Bacon
Beech-Nut Peanut Butter

Beech-Nut Red Currant Jelly
Beech-Nut Crab Apple Jelly
Beech-Nut Grape Jam

BEECH-NUT PACKING CO.

CANAJOHARIE, N. Y.
Catsup Plant at Rochester, N. Y.

Here It Is!

Ready to Serve!



FRANCO-AMERICAN SPAGHETTI À LA MILANAISE

2 Sizes



10c & 15c
Cans

Just Try It!

Also buy a can each of the
NEW Readymaid Soups
and prove by test that they
are best—in *Concentrated*
Soups.

The Franco-American Food Co.
Jersey City, N. J., U. S. A.

12 Kinds



10c
Cans

107

Housewives League Magazine

MRS. JULIAN HEATH
SUPERVISING EDITOR

Official
Organ of the
Housewives
League



A National
Movement in
the Interests
of the Home

JULY, 1915

The Campaign for Honest Weights and
Measures in New York City

By JOSEPH HARTIGAN

Commissioner of the Mayor's Bureau of Weights and Measures

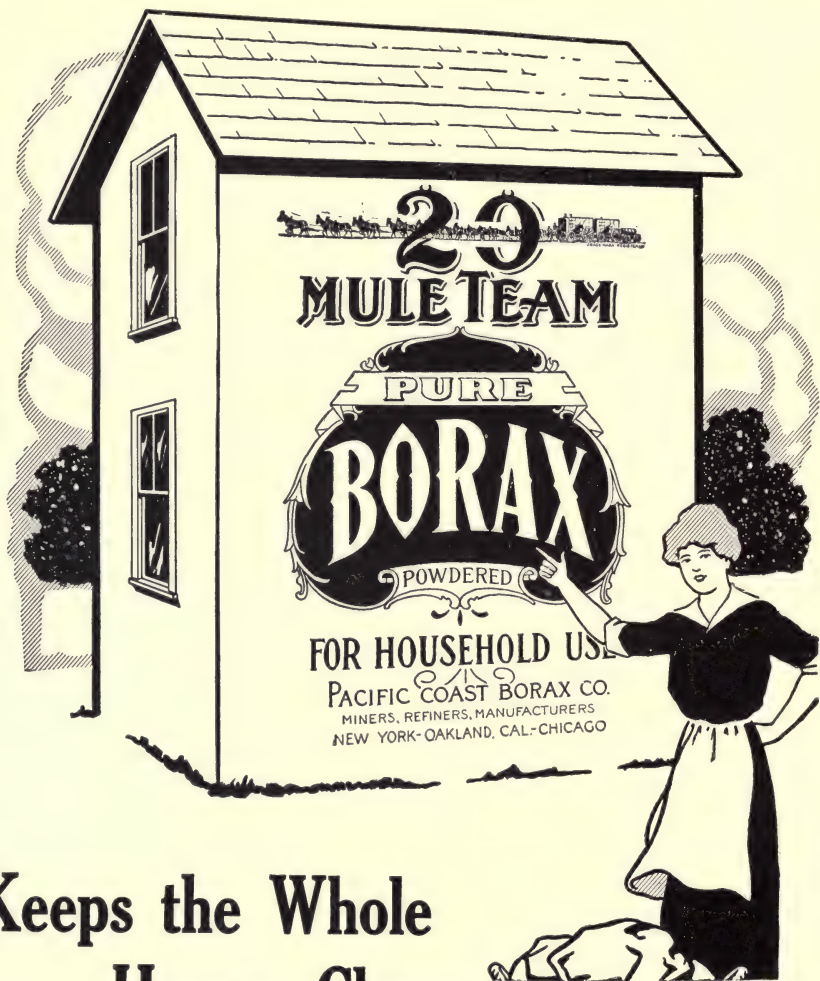
How Coöperation May Save the Superan-
nuated Preacher and Eliminate the
Hardships of Farming

By CHARLES FRONEFIELD KLOSS

Vicious Milk Bills Defeated By Minnesota
Housewives

Single Copy 10¢

By the Year \$1.00



Keeps the Whole House Clean

Her Best Friend

Your own dealer sells 20 Mule Team Borax and 20 Mule Team Borax Soap Chips. Ask him about it today.

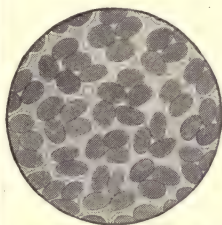
Note: Valuable Library Slips in Each Package



Facts About Shortening

The greatest element of success in baking is the use of the right kind of shortening.

Shortening is used to prevent the grains of flour from sticking together and baking into hard lumps or heavy sticky masses. A good shortening, when worked in,



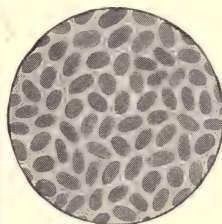
Showing how wrong shortening coats several grains of flour into a lump.

coats each individual grain of flour with a fine film of oil. Moisture cannot pass through this oily layer to the flour so the particles separate readily when the gas from yeast or baking powder begins to expand.

A shortening which contains too large a proportion of stearine is wasteful as stearine is lacking in shortening properties.

Soft lards or oils which contain little or no stearine are not best suited for use in the home kitchen because they do not work into the flour in a satisfactory way.

Thousands of experiments have shown that soft lard, which by itself is too soft for convenient use, when combined in proper proportions with fats having an excess of stearine produces an ideal shortening.



Showing how Swift's "Silverleaf" Brand Pure Lard coats each individual grain of flour.

Swift's "Silverleaf" Brand Pure Lard is scientifically prepared with the exact proportions of suitable pure pork

fats to give it just the right texture and secure the best shortening results.

If you have never tried Swift's "Silverleaf" Brand Pure Lard, order a pail today.

A valuable booklet, "Thirty 'Silverleaf' Recipes," sent free on request.

Swift & Company, 4000 Packers Ave., Chicago



Let Me Teach You How to Cure Yourself



EUGENE CHRISTIAN, F.S.D.

**Wrong Eating Is Responsible for
Over 90 per cent. of All Sickness**

Send for my Free Booklet "HOW FOODS CURE"

There are many foods harmless in themselves, which when eaten in combination with other harmless foods, produce a chemical reaction in the stomach and literally explode.

If the walls of your stomach were made of very thin glass, instead of membranes which "give," they would get shattered. We all know that certain food combinations don't agree. For instance, lobster and ice cream. But there are thousands of others equally as inharmonious, and nearly everyone eats some of them every day. That's why the average life of man is only 39 years—why so many people are sick most of the time. Food is the fuel of the human system, yet the combinations we eat are as bad on the body, as dynamite combined with coal, would be on a furnace. No wonder the human engine is out of order over half the time.

Summer Is Rebuilding Time

The tremendous summer mortality and hot weather dangers are due wholly to errors in eating which produce auto-intoxication (self-poisoning) sun-stroke, heat prostrations and faulty metabolism.

The body of a normal man adjusts itself to both heat and cold. Food as a fuel governs the fire.

Now is Nature's time to rebuild and revitalize the body. Food is her only building material. If you will learn how to select, combine and proportion your food, you will get well and stay well. Disease will be almost impossible. You will never have hay fever, colds,

sun-stroke, fevers, summer ills—nor stomach and intestinal trouble.

Foods possess, in organic or life-giving form, every chemical element Nature requires to run the human engine—to build up health, to give life, vitality and vim.

Natural foods, properly combined, do these things because they work in harmony with Natural Law; drugs cannot do these things because they violate Natural Law. Drugs do not possess life-giving, but poisonous elements. Foods are natural, drugs are unnatural. Drugs tend toward destruction; foods toward construction. Which are best? Why not give Nature a chance?

Send for My Booklet

No matter what your trouble—no matter what you have tried in the past—you should read my free booklet "How Foods Cure." During the past twenty years I have treated over 23,000 men and women for almost every known ailment. And although I never prescribe anything but food, the results have bordered on the miraculous. If you want to get on your feet quickly, if you want to learn how to select the proper fuel to keep you well and strong, mail the coupon today—now, before you turn this page.

EUGENE CHRISTIAN
Food Scientist

213 W. 79th St. NEW YORK CITY

DR. EUGENE CHRISTIAN,

213 West 79th Street, New York City.

You may send me your free Booklet "How Foods Cure."

Name

Address

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NOTE: Eugene Christian, F.S.D., is recognized as the world's greatest authority on food and its relation to the Human Body.

Do You Realize?

That Housewives Can BUY MORE FOR THE
SAME MONEY, SAVE MORE and GET BETTER
SERVICE AT LESS COST THAN EVER BEFORE

HOW?

by

Increased Knowledge and Complete Organization

And that the best way of attaining both is to be found
in Reading and Introducing to your friends

The Housewives League Magazine

Are you doing your share in getting this magazine
into the hands of every woman in the land?

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from each reader of this notice will double our
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HOUSEWIVES LEAGUE MAGAZINE

15-17 West 44th Street

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The NEW ROYAL MASTER-MODEL 10

"The Machine with a Personality"
FEATURE No.2

No Matter What Your Personality May Be—The ROYAL MASTER-MODEL 10 will fit it:



"Just Turn the Knob"

EVERY keen-witted stenographer, every office manager, every expert operator on the firing-line of "BIG BUSINESS" will grasp at once the enormous work-saving value of the *New Royal Model 10*.

Because it is "the machine with a personality"—*your* personality! Think of a master machine with an adjustable touch—a typewriter you can "tune up" to fit your own *personal* touch, simply by "turning the knob" until it strikes the keynote of **YOURSELF**.

Think of getting through your week's work with the *minimum* of effort and banishing the dull grind of "typewriter nerves."

That's only *one* reason why the No. 10 Royal is the *master machine*. There are many other big, vital new features. Combined with the personality of its *regulated* touch, you get a typewriter with 100% speed—100% accuracy—100% visibility—100% durability—making 100% **EFFICIENCY**. A machine with 1,000 working-parts "*minus*"—a typewriter of *long-term service*, that need not be "traded out" and won't "die young."

The No. 10 Royal introduces many exclusive Royal features not found on any other typewriter in the world. It carries all standard improvements: **Tabulator, Back Space Key, Bichrome Ribbon and Automatic Reverse**, and has the famous **Royal Triple Service Feature**—it writes, types cards and bills!

BUILT for "BIG BUSINESS" and its GREAT ARMY of EXPERT OPERATORS.

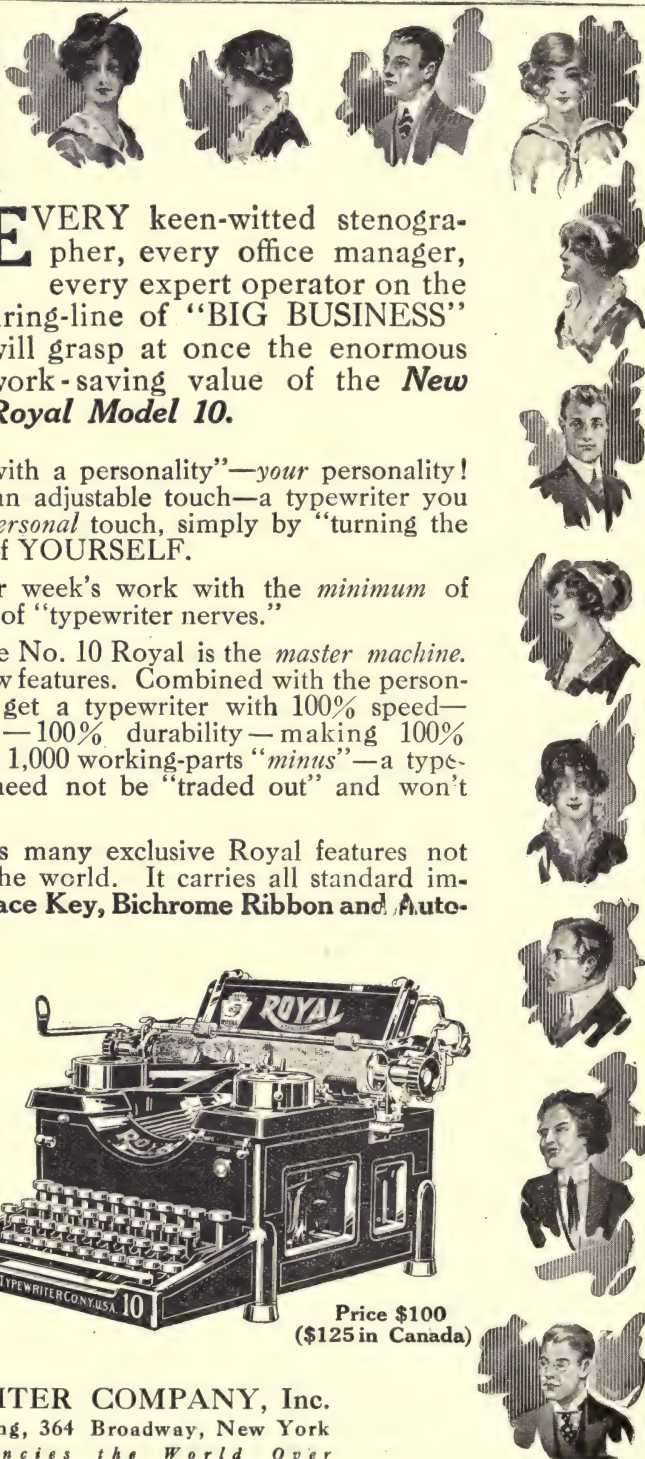
Get the Facts!

Send for the "Royal man" and ask for a **DEMONSTRATION**. Or write to us direct for our new brochure, "Better Service," and a beautiful Color Photograph of the new Master-Model 10, showing *all* of its many remarkable new features. This advertisement describes only one. "Write now—right now!"



Price \$100
(\$125 in Canada)

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Royal Typewriter Building, 364 Broadway, New York
Branches and Agencies the World Over



Come To Headquarters

THE NATIONAL HOUSEWIVES LEAGUE

Invites every Housewife to
visit its Headquarters at

25 West 45th Street, New York City

It is the Housewife's Club and Every Homemaker is a
Member and Welcome to its Privileges.

There is a rest room where you can read, write, rest, and make appointments to meet your friends. Come and use it.

There are lectures by experts every day and sometimes several times a day on everything relating to household management. Come and hear them.

There are talks for the Junior Leaguers and lessons in candy-making and simple cookery every Saturday afternoon. Bring or send your children.

Tea is served every Friday afternoon from 3 to 5 o'clock, and the members of the National Executive Committee are "at home" to all homemakers. Come and enjoy yourself.

The foods, domestic equipment and other things which the Housewives League has endorsed are on exhibition. Come and see them, and ask our Domestic Scientist to tell you all about them.

There is a model kitchen where you are sure to get ideas that will make your own domestic machinery run more smoothly. Come and see it, and let the demonstrator tell you all about it.

The housewife has three problems to consider: housing, clothing and feeding. In our lectures and exhibits we offer you the newest and most practical ideas about all of them. Come and get them.

Don't forget the address: No. 25 WEST 45th ST., NEW YORK CITY

*The
Helping
Hand
to
Better
Baking*



When You Want
to make—
—Flaky biscuit
—delicious muffins
—gems that “melt in your mouth”
—real “old-time doughnuts”
—the finest kind of shortcake
—a cake of the finest texture
Then you need—

Rumford
THE WHOLESOME
BAKING POWDER

Mailed Free—The New Rumford Home Recipe Book. Includes Fireless and Casserole Cookery. RUMFORD CHEMICAL WORKS, Providence, R. I.

ANOLA—delicious wafers of chocolate-flavored goodness; crisp baking outside, smooth cream filling inside, chocolate-flavored throughout. The taste is unique, the form is inviting, and the occasions upon which they can be appropriately served are without number.

ADORA—Another wafer confection. Fragile baking outside, flavored cream inside, delightful throughout.



**NATIONAL
BISCUIT
COMPANY**



*In ten-cent
tins*



Advertisements for food supply stores are guaranteed for sanitation only.

A New Recipe

DID YOU read the Wheatena recipe on page 20 of the June issue of the Housewives League Magazine? It was given by Mrs. Arthur S. Hurrell of Buffalo while on a visit to the Housewives League Headquarters in New York.

Wheatena

Wheatena has been on the market since 1879 and we are only just beginning to find out how many delicious ways it can be served.

Your Recipe

Won't you send us YOUR favorite Wheatena recipe? As a slight token of appreciation we will send you in return one of our Half-Pint Aluminum Wheatena Measuring Cups.

A Free Sample

If you do not use Wheatena write for a sample and our booklet of recipes.

The Wheatena Company

Wheatenaville

Rahway, N. J.

The answer to your questions

WE have been asked such questions as: "Is Welch's Grape Juice pure?" "Is it part water?" "Is any preservative used?" "Do you add any sugar?" "Is it really unfermented?"

Perhaps similar questions have occurred to you.

Welch's is absolutely pure. It is just the unfermented juice of carefully selected, fresh Concord grapes. Nothing is added; no water or sugar or coloring matter or chemicals.

As soon as the skin of the grape is broken the juice is sterilized and sealed in glass.

Welch's as it comes from the bottle in your home is as pure as when sealed by Nature in the cluster. All questions are answered when the bottle bears the guarantee of the Welch label.

Welch's
"The National Drink"
Grape Juice

NET MEASURE ONE QUART

From Choicest
Concord Grapes
Pure & Unfermented

New Label Copyright 1914 by
The WELCH GRAPE JUICE CO.
WESTFIELD, N.Y., U.S.A.

Serve
Cold



SALADS

Cool, crisp, appetizing salads—good, and good for you. In salads, also, the thrifty housewife can use the odds and ends and “leftovers” in the most appetizing and wholesome way. Salads are not dear, except the oil. Use Wesson Oil and salads are economical as well as delicious.

WESSON OIL *for SALADS and for COOKING*



Be as fastidious as you please, the purity and delicacy of Wesson Oil will delight you. It makes as good salad dressing, French or Mayonnaise, as the finest olive oil ever imported into this country. It costs *only a third* as much. Choice enough for the most delicate salad—economical enough to use for cooking.

In 25-cent, 50-cent and \$1.00 square screw-top cans that fit the refrigerator and pour easily. If your grocer hasn't it, send us 25 cents (in stamps, if more convenient) and your grocer's name. Address The Southern Cotton Oil Company, 90 West Broadway, New York.

West of Denver, freight rates increase these prices. Send 35 cents for a trial can.



UNITED Profit-Sharing COUPONS
with every can

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What Brand of Matches Do You Use?

Who makes them? Where?

Are they poisonous or non-poisonous?

Are they "single dip" or "double dip"? Which kind is better? and why?

Are the sticks long and strong or short and weak?

Do the heads fly off or do they stay on?

Do they burn evenly or explosively?

Every user of matches ought to be interested in the answer to all these questions. How many can answer two of them?

If people knew as much about matches as they should, they would use Safe Home Matches made by the Diamond Match Company in American factories by American labor.

Our "job" is to educate them.

*5c. All grocers.
Ask for them by name.*

The Diamond Match Company



Its Absolute Purity Secured

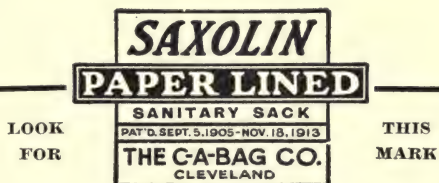
The SAXOLIN trade mark on a Flour Sack is your guarantee that the Flour is as pure, Fresh and clean as when it left the mill.

SAXOLIN
*Paper Lined Sacks
are Sanitary
"The Paper Lining Does It"*

The miller who packs his Flour in SAXOLIN is proud of his product. Ask for Flour packed in

**The Sack that keeps the
Flour *IN* and the Dirt *OUT***

The Cleveland-Akron Bag Co., Cleveland





JUST plain berries for dessert never have the charm of dainty blanc manges and custards made with Kingsford's and those same berries.

For hot-weather-jaded-appetites what so cooling and palatable as the delicate frozen creams, custards and frappés which are made so easily and quickly with Kingsford's?

KINGSFORD'S CORN STARCH

Thirty-six special summertime surprises in the Corn Products Cook Book will save Mother's thinking cap for many a dessert.

These are all made from Kingsford's, the cooking companion of American housewives for upward of sixty years—always the one dependable corn starch because of its extreme purity and delicacy.

You may have the Corn Products Cook Book by sending us your name and address on a postcard. One hundred and seventy-five prize recipes free. Write today.

CORN PRODUCTS REFINING COMPANY

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COFFEE

From Importer to Consumer

FRESHLY ROASTED

**At Wholesale Price of
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The same quality of coffee for which grocers charge at least 35c per pound.

We will send 5 lbs. of our COLOMBIAN BLEND COFFEE at 26c per pound parcel post prepaid for three days' trial. You may try $\frac{1}{2}$ lb. and return balance at our expense if not entirely satisfactory. Otherwise remit \$1.30 for the 5 lbs.

COLOMBIAN COFFEE IMPORTING CO.

**Dept. C, 97-99 Water Street
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HOUSEWIVES LEAGUE

**National Movement for Federation of
Housewives.**

Organized to uphold the enforcement of laws which affect food supplies, the family wealth, the cost of living, and to secure further legislation, when necessary, toward that end.

Educational—Defensive—Constructive

MEMBERS ARE REQUESTED:

To insist upon full weights and measures.

To insist upon cleanliness in the handling of food.

To protest against the exposure of all food to contamination from dirt, flies, or other infection and to refuse to purchase such food.

To read carefully all labels on canned and bottled goods and to report any violation of the pure food and drugs act.

To make personal investigation into the sanitary condition of their markets, grocery, bakery, dairy, laundry, delicatessen and confectionery stores.

To, as far as possible, refuse to purchase cold storage poultry, fish, butter, eggs, fruit, etc., which have been held to the detriment of condition or advancement of price.

To secure two new members for the organization.

In Justice to Tradesmen.

Members Are Also Requested:

To so plan their orders that but one delivery a day is required.

To pay cash or settle all credit accounts promptly.

To patronize tradesmen who comply with the laws.

To refrain from handling articles of food that are exposed for sale.

To give preference to food distributing stores that close not later than seven P. M.

**INFORMATION IN REGARD TO THE LAWS
WHICH AFFECT THE HOME MAY
BE FOUND IN:**

The Sanitary Code of your local Board of Health.
Your State Department Labor Laws.

The office of your Commission of Weights and Measures.

Valuable information can also be secured in the publications of the Department of Agriculture at Washington.

This information may be secured free by applying to above-named Departments.

**MEMBERS ARE REQUESTED TO REPORT VIOLATIONS AND PERSONAL OBSERVATIONS
TO SECRETARY OF CENTRAL COUNCIL.**

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Founder and National President—Mrs. Julian Heath, 25 W. 45th St. Tel. 4513 Bryant.

Honorary Vice-President—Mrs. Francis Bowes Sayre.

National Vice-Presidents—Mrs. H. B. Caraway and Miss Edith Deshler.

National Secretary—Mrs. Thomas A. Fulton.

National Treasurer—Mrs. Egbert V. S. Chamberlin.

Advertisements for food supply stores are guaranteed for sanitation only.



This domestic science booklet contains illustrations and recipes for making forty nourishing kinds of breads, buns, etc., with FLEISCHMANN'S YEAST.

Yours for the asking.

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A Balanced Ration for Summer Breakfasts

"FORCE"—Wheat in its coolest form, crisp and nourishing.

"Half and half"—adds the right proportion of cream.

Fruit—always goes well with "FORCE."

"FORCE" is just wheat—made easily digestible with barley malt.

"FORCE"

TOASTED WHEAT FLAKES

Every package protected by a waxed paper wrapper

The H-O Company, Buffalo, N.Y.
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FOR

JANUARY, 1913

and MARCH, 1914

Our supply of the January, 1913, and March, 1914, issues of the HOUSEWIVES LEAGUE MAGAZINE is entirely exhausted, and we greatly need several copies to complete sets for binding. We should consider it a great favor if any member would let us have whatever extra copies of these issues she may possess, or, her only copy, in case she does not intend to have the numbers bound.

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MAGAZINE,

17 West 44th St., New York.

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Clean Rich Safe Milk

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Made by Naumkeag S. C. Co.
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REGISTERED IN U.S. PATENT OFFICE
SHEETS & PILLOW CASES

They stand the test

By the yard or made up

Ask your dealer

SUDS Will Wash FOR YOU

No Rubbing — No Boiling

No Backache - No Chapped Hands

SUDS DOES IT ALL

For enough to Wash 8
Tubs of Clothes send **10c**

UNITED SUDS CORP., 22 Columbus Circle, New York
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"The Crowning Attribute of Lovely Women is Cleanliness"



NAIAD DRESS SHIELDS

add the final assurance of cleanliness.

FREE FROM RUBBER

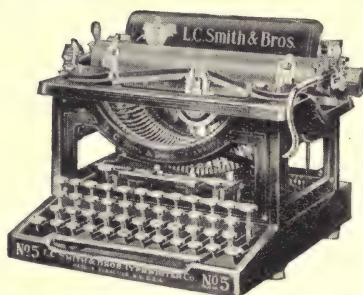
Can be quickly sterilized in boiling water. All styles and sizes to fit every requirement. Regular, Full Dress and Shirt Waist are made in flesh color. Guarantee with every pair.

[Naiad Waterproof Sheeting for the Nursery and Hospital

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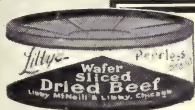
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New York City Office, 311 BROADWAY
Branches in All Principal Cities

Advertisements for food supply stores are guaranteed for sanitation only.

Let Us Cook Your Meats this Summer



Libby's Luncheon Meats



Consider the wonderful white tiled Libby Kitchens as your own—the famous Libby force of chefs and food specialists as your servants—and your summer meat problem will be solved.

The discerning housewife will appreciate the convenience and economy of buying meats ready cooked—the whole family will testify to the distinctive excellence of each Libby product.

Libby, McNeill & Libby Chicago

See our display in the Food Products Palace at the Panama-Pacific International Exposition, San Francisco



DO you know a little house-mother—or a big one—whose appetite is a bit droopy in hot weather?

There's always a refreshing appeal in Kellogg's Toasted Corn Flakes with ripe fruits or berries—a little cold milk poured in at the side of the dish, and sprinkle the berries with powdered sugar—but *not* the golden flakes. All by themselves they have the coaxingest flavor.

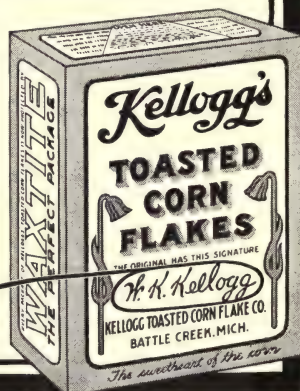
Then too there is the *WAXTITE* package that keeps the fresh, good flavor in—and all other flavors out.

There is a thought here for all of us perhaps—breakfast, luncheon or supper, or before going to bed—better than so much meat these summer days.

And remember, *please*, you don't know corn flakes unless you know *Kellogg's*—the original Toasted Corn Flakes—with the pride of the maker to keep the delicate process *complete*.

W.K. Kellogg

Copyright, 1915, Kellogg Toasted Corn Flake Co.

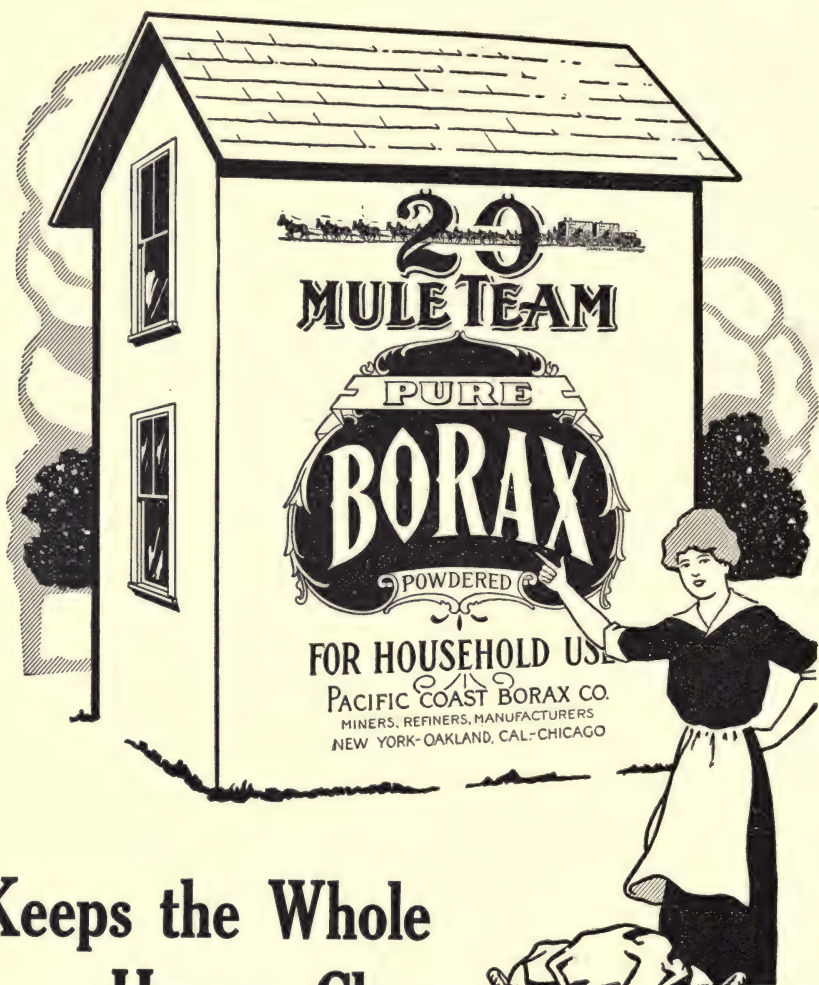


Nothing like savory, mild, flavory "Swift's Premium" Ham or Bacon to satisfy an outdoor appetite.

You can now buy Swift's Premium Bacon in handy cartons — or in glass — even, thin slices ready for the pan — "a streak of fat, a streak of lean, with lots of goodness in between."

Swift & Company, U. S. A.





Keeps the Whole House Clean

Her Best Friend

Your own dealer sells 20 Mule Team Borax and 20 Mule Team Borax Soap Chips. Ask him about it today.

Note: Valuable Library Slips in Each Package



Come To Headquarters

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Don't forget the address: No. 25 WEST 45th ST., NEW YORK CITY

Do Your Part

Housewives Can BUY MORE FOR THE SAME MONEY,
SAVE MORE AND GET BETTER SERVICE AT LESS COST

Only through

Increased Knowledge and Better Organization

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Getting your Friends to read

The Housewives League Magazine

Will you do your share to put this magazine into the hands of
every woman in the land?

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from each reader of this notice will double our power and **our**
service value to ourselves.

Use this blank TODAY

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17 West 44th Street, New York

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15-17 West 44th Street

New York City

HOUSEWIVES LEAGUE

National Movement for Federation of Housewives.

Organized to uphold the enforcement of laws which affect food supplies, the family health, the cost of living, and to secure further legislation, when necessary, toward that end.

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- To insist upon cleanliness in the handling of food.
- To protest against the exposure of all food to contamination from dirt, flies, or other infection and to refuse to purchase such food.
- To read carefully all labels on canned and bottled goods and to report any violation of the pure food and drugs act.
- To make personal investigation into the sanitary condition of their markets, grocery, bakery, dairy, laundry, delicatessen and confectionery stores.
- To, as far as possible, refuse to purchase cold storage poultry, fish, butter, eggs, fruit, etc., which have been held to the detriment of condition or advancement of price.
- To secure two new members for the organization.

In Justice to Tradesmen.

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- Your State Department Labor Laws.
- The office of your Commission of Weights and Measures.
- Valuable information can also be secured in the publications of the Department of Agriculture at Washington.
- This information may be secured free by applying to above-named Departments.

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National Secretary—Mrs. Thomas A. Fulton.

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Housewives League Magazine

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SUPERVISING EDITOR

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A National
Movement in
the Interests
of the Home

SEPTEMBER, 1915

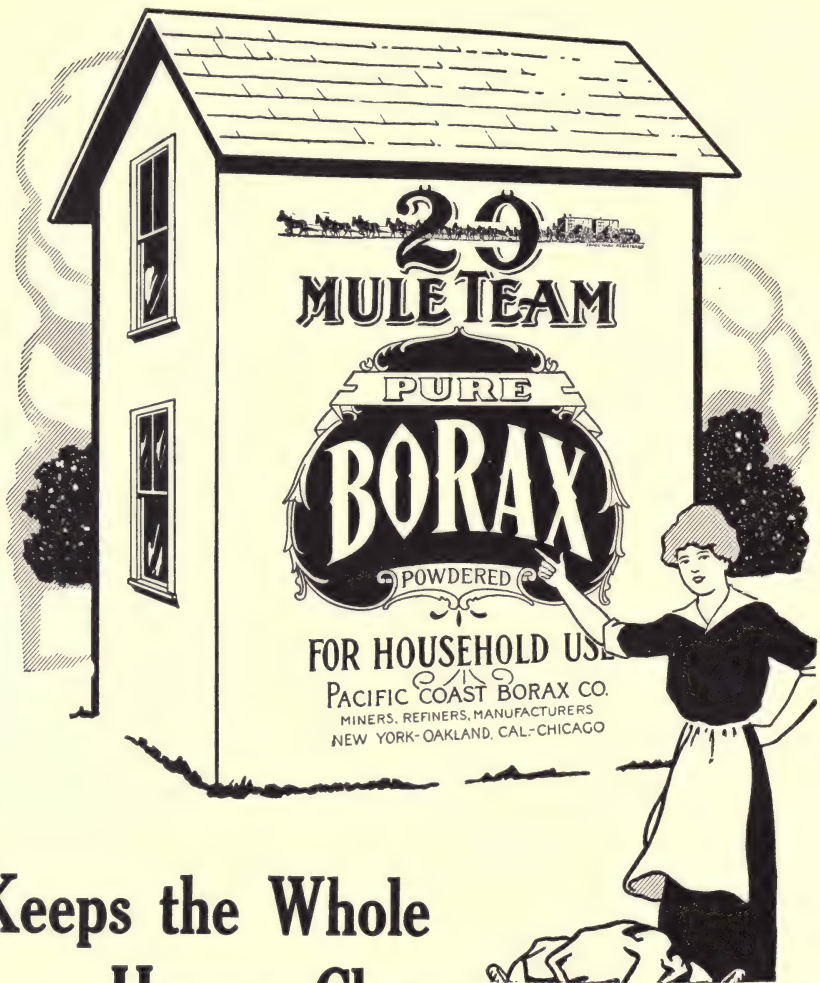
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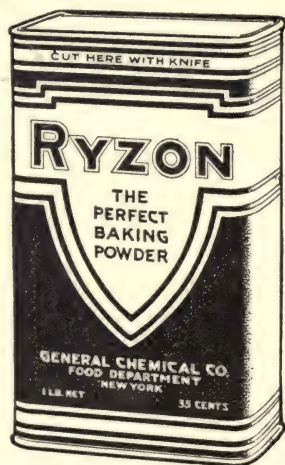
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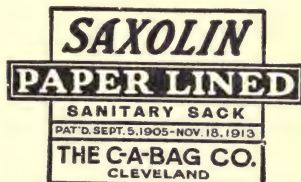


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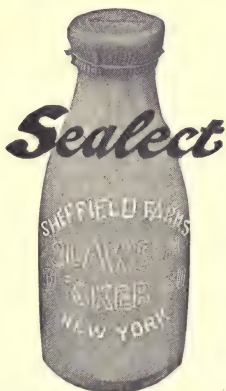
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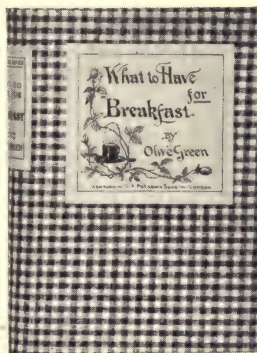
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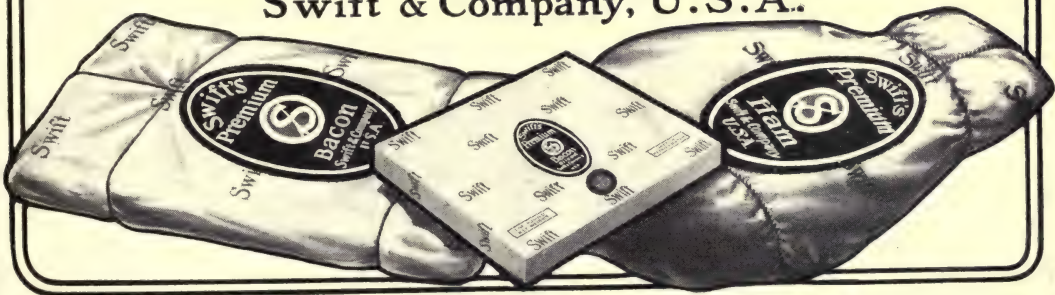
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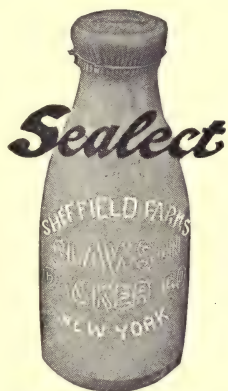
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But not all oatmeal is the same. It should be well cooked, and should have the entire flavor of pure, rich oats. H-O is steam-cooked for two hours in steam-cookers before it comes to you. Twenty minutes' additional cooking makes it ready to serve.

Try H-O in your home this month and through the winter. It's a quick-and-easy breakfast dish, and repays you in more ways than one. Ask your Doctor—or, better yet, consult your appetite.

H-O
THE ONLY STEAM-COOKED
Oatmeal

The H-O Company, Buffalo, N.Y.
Makers of H-O, Force, and Presto.



This domestic science booklet contains illustrations and recipes for making forty nourishing kinds of breads, buns, etc., with FLEISCHMANN'S YEAST.

Yours for the asking.

THE FLEISCHMANN CO.,
701 Washington St. New York

HOUSEWIVES LEAGUE

National Movement for Federation of Housewives.

Organized to uphold the enforcement of laws which affect food supplies, the family health, the cost of living, and to secure further legislation, when necessary, toward that end.

Educational—Defensive—Constructive

MEMBERS ARE REQUESTED:

- To insist upon full weights and measures.
- To insist upon cleanliness in the handling of food.
- To protest against the exposure of all food to contamination from dirt, flies, or other infection and to refuse to purchase such food.
- To read carefully all labels on canned and bottled goods and to report any violation of the pure food and drugs act.
- To make personal investigation into the sanitary condition of their markets, grocery, bakery, dairy, laundry, delicatessen and confectionery stores.
- To, as far as possible, refuse to purchase cold storage poultry, fish, butter, eggs, fruit, etc., which have been held to the detriment of condition or advancement of price.
- To secure two new members for the organization.

In Justice to Tradesmen.

Members are also requested:

- To so plan their orders that but one delivery a day is required.
- To pay cash or settle all credit accounts promptly.
- To patronize tradesmen who comply with the laws.
- To refrain from handling articles of food that are exposed for sale.
- To give preference to food distributing stores that close not later than seven P. M.

INFORMATION IN REGARD TO THE LAWS WHICH AFFECT THE HOME MAY BE FOUND IN:

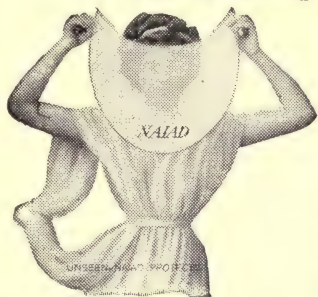
- The Sanitary Code of your local Board of Health.
- Your State Department Labor Laws.
- The office of your Commission of Weights and Measures.
- Valuable information can also be secured in the publications of the Department of Agriculture at Washington.
- This information may be secured free by applying to above-named Departments.

MEMBERS ARE REQUESTED TO REPORT VIOLATIONS AND PERSONAL OBSERVATIONS TO SECRETARY OF CENTRAL COUNCIL.

There shall be four classes of members:

- Active**—To consist of Housewives and others who are buyers of food products. Dues, 10 cents annually, including badge for membership in National organization.
- Associate**—Men and women, not direct buyers of food products, but who wish to further the work of the organization. Dues, \$1.00 annually, including badge.
- Sustaining Persons** who contribute more than \$1.
- Affiliated**—Members of clubs and organizations recording their approval of the movement.
- Founder and National President**—Mrs. Julian Heath, 23 W. 45th St. Tel. 4513 Bryant.
- Honorary Vice-President**—Mrs. Francis Bowes Sayre.
- National Vice-Presidents**—Mrs. H. B. Caraway and Miss Edith Deshler.
- National Secretary**—Mrs. Thomas A. Fulton.
- National Treasurer**—Mrs. Egbert V. S. Chamberlin.

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NAIAD DRESS SHIELDS

add the final assurance of cleanliness.

FREE FROM RUBBER

Can be quickly sterilized in boiling water. All styles and sizes to fit every requirement. Regular, Full Dress and Shirt Waist are made in flesh color. Guarantee with every pair.

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REGISTERED IN U.S. PATENT OFFICE
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They stand the test

By the yard or made up

Ask your dealer

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5c.

Is all you have to pay for

TRIP-O-LEE CLEANSER

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and everything

No Acid — No Grit

Ask for TRIP-O-LEE

Insist upon getting
TRIP-O-LEE

At Grocers, Department Stores
and
Woolworth's 5 and 10c Stores



Rats Won't Eat Safe Home Matches

When a fire occurs and no one knows what caused it, the average man is apt to say: "I guess it was rats. They eat matches, you know."

Rats don't eat Safe Home Matches. They can't be made to eat them. That has been proven, time and again.

Safe Home Matches are made of ingredients which, although non-poisonous, are obnoxious to rodents.

Safe Home Matches light easily, but not too easily. They are safe—safe and sure.

The sticks are *extra* long, and *extra* strong. Safety again!

They are non-poisonous. Safety once more.

They cost no more than other brands of matches. As a matter of fact, they cost less, because every Safe Home Match *is* a match.

5c. All grocers. Ask for them by name.

The Diamond Match Company

AN OPEN SECRET

Did you know that

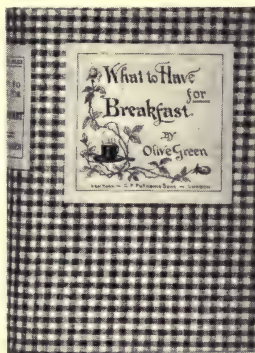
Olive Green

is Myrtle Reed, author of *Lavender* and *Old Lace*, etc.? Out of her experience as a housekeeper, Myrtle Reed has planned the Homemaker Series of hand books. We offer four of these to you on special terms. They are invaluable in every home. You will be delighted with any one or all of them. They are:

One Thousand Salads

Proper Salads and Others—Salad Dressings and Aspics—Salads of Fish—Meat—Vegetables—Fruit—Egg—Cheese—Nut—Cheese Dishes—Canapés—Sandwich Fillings—Complete Index—415 pages.

Competent authorities agree that this is one of the most important and successful of the Homemaker Series. "In no phase of the culinary art is genius so necessary as in the compounding of a salad."



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What to Have for Breakfast

The Philosophy of Breakfast—How to Set the Table—The Kitchen Rubaiyat—Fruits—Cereals—Salt Fish—Breakfast Meats—Substitutes for Meat—Eggs—Omelets—Quick Breads—Raised Breads—Pancakes—Coffee Cakes and Waffles—Beverages—and 365 Different Breakfast Menus—Complete Index—282 Pages.

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Every-Day Dinners

Eating and Dining—35 Canapés—100 Simple Soups—50 Ways to Cook Shell-Fish—60 for Fish—150 for Meat and Poultry—20 for Potatoes—30 Simple Sauces—150 Salads—Simple Desserts—365 Dinner Menus—Complete Index—410 Pages.

"Simplicity—and, as a general rule, economy—has been the standard by which each recipe has been judged. All are within the capabilities of the most inexperienced cook, who is willing to follow directions."

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Luncheons Wise and Luncheons Foolish—Quick Soups—Dainty Dishes of Fish—Meats Suitable for Luncheon—One Hundred Sandwich Fillings—Simple Salads—Beverages—Easy Desserts—and 365 Every-Day Luncheon Menus—Complete Index—325 Pages.

"Here are 365 menus, one for every day in the year, besides a variety of recipes that have a toothsome aspect in print and have not been found wanting in practice, as we are assured. There are some introductory words on 'Luncheons, Wise and Foolish,' which contain sound philosophy with a coating of humor."—*Pittsburgh Gazette*.

A Special Offer to the Members of the Housewives League

These Olive Green Books are sold in book-stores everywhere at \$1.00 a copy. We will give a copy free to every member of the Housewives League who sends us one new subscription to the Housewives League Magazine at \$1.00, plus 10c for postage on the book. We will send any two books for two new subscriptions at \$1.00 each, plus 20c postage; three books for three new subscriptions at \$1.00 each and 30c for postage, and for four new subscriptions at \$1.00 each we will send the entire set of four books, postage free.

Send your orders to the Housewives League Magazine
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Catchup
Chili Sauce
Sweet Mixed Pickles
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Pimientos (Sweet Spanish Red Peppers)
Sour Mixed Pickles
Sour Gherkins
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We are one of the thirteen National Advertisers who can furnish you with the latest fad—the game “Going to Market.”
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A Dainty Dinner



when you serve

FRANCO-AMERICAN READYMAID CONCENTRATED SOUPS

Made in Kitchens Famous for their Cleanliness

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Jersey City, New Jersey



Add Water
Heat
Eat



10c
per can

HOUSEWIVES

LEAGUE

OFFICIAL

MAGAZINE

MRS. JULIAN HEATH

HOUSEWIVES
LEAGUE

SUPERVISING EDITOR

ORGAN

NOVEMBER, 1915

**Reconstructing
A
GREAT AMERICAN MARKET**

An Epoch Making Achievement by the
Housewives League

FEEDING AMERICAN HOMES

Fish Breeding for Food Purposes—How to
Buy in Season

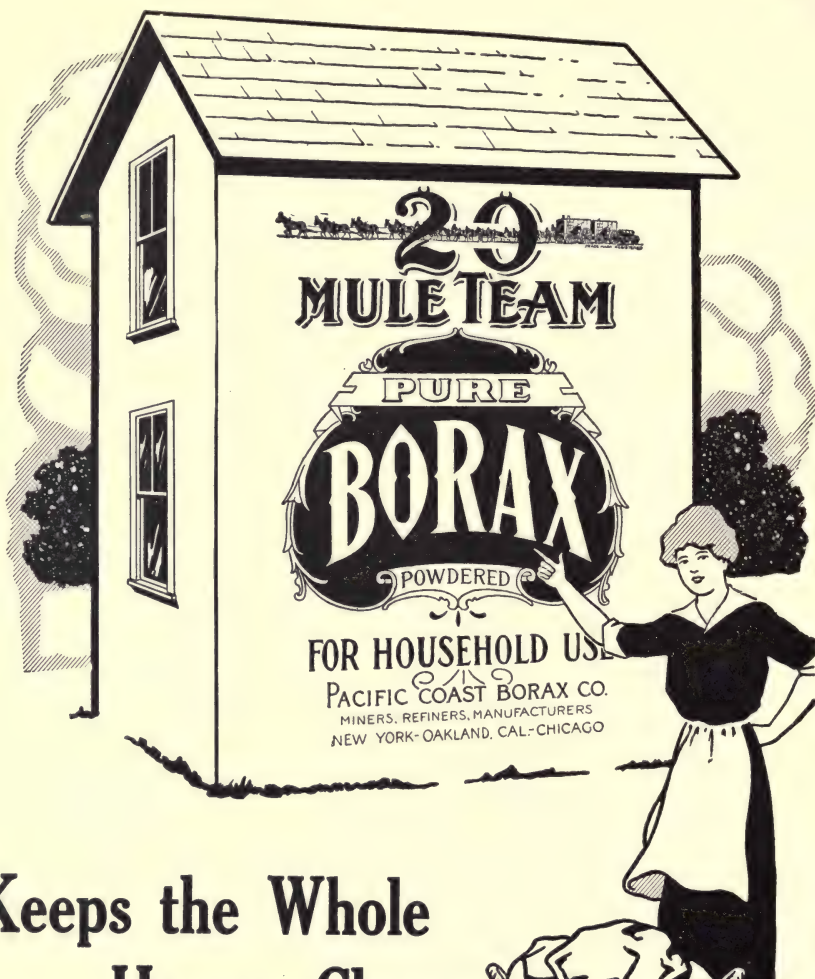
AGAINST IMPURE BUTTER

Beginning a Campaign for Better Products

YOUR CLOTHES PROBLEMS

Practical Suggestions Saving Labor
and Expense

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THE INTERESTS OF THE HOME**



Keeps the Whole House Clean

Her Best Friend

Your own dealer sells 20 Mule Team Borax and 20 Mule Team Borax Soap Chips. Ask him about it today.

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Premium Bacon



Puts a new meaning in
the "Good Morning" Meal



Swift & Company.

U.S.A.

Important Announcement

THE FOURTH ANNIVERSARY of the HOUSEWIVES LEAGUE will be celebrated in December — This Great National Movement in the Interests of American Homes is recognized to-day as one of the most important forces in our Economic life. — It concerns the welfare of Every Woman, Every Home, and Every Manufacturer in Our Country. — The Housewives League Magazine for December will be a **FOURTH ANNIVERSARY NUMBER**. — Do not fail to read it.

These Great Articles Will Appear in December

Message to the Women of America

By Mrs. Julian Heath, Founder of the Housewives League. Every Woman Should Read It.

Great National Movement of 800,000 American Women

A Complete statement of the Origin, Development, and Achievements of the Housewives League—the greatest movement of the times.

Cost of Living and the Art of Buying

How to get the most and best for your money.

How to Put Your Home on a Business Basis

Valuable assistance to the business of housekeeping.

The Fight Against Impure Butter

Every housekeeper should know what the Housewives League is doing to make it possible for her to secure the best products for her table.

The Fuel Problem—and the Cost of Heating the Home

Important solution of this most perplexing phase of home making.

WATCH FOR THE FOURTH ANNIVERSARY NUMBER IN DECEMBER

Home Entertainment on Winter Evenings

How to make the home attractive. Suggestions that will gather the family around the fire side.

Your Christmas Dinner—How to Prepare It

Demonstrations in cooking—from the Housewives League Kitchen.

What Girls Should Know About Marketing

Read the importance of this training and its effect on the future welfare of the homes of America.

Food for School Children

What is best for the mental and physical development of our little men and women—future home makers.

Good Health Through Simple Living

Every woman wants to know the art of preserving and prolonging the health of her family.

Arranging the Home for Winter

Touches that give warmth and glow and make home the dearest spot on earth.

What About Our Winter Clothes

The economy of utilizing what is on hand to prepare for the cold weather.

Cotton Seed Oil—How to Use It

Its purity and its economy should be understood by every woman.

Lecture Course in Domestic Economy

Demonstrations and talks given by League workers.

Legislative Department

What our legislatures and courts are doing and ought to do for pure foods—an open forum for discussion.

League Progress Throughout the Nation

What the chapters in the forty-eight states are doing.

Talks with the Junior League

To inspire the young women of America to take active part in the promotion of better living.

WATCH FOR THE FOURTH ANNIVERSARY NUMBER IN DECEMBER

LET US HAVE YOUR MAGAZINE SUBSCRIPTIONS

Prompt Service and Satisfaction Guaranteed

We ask Housewives League Magazine readers to give us their orders for their entire magazine list. We can save you money.

We give Lowest Possible Prices and Guaranteed Service.

Here are Some Real Magazine Bargains and Last Chance Offers

(GOOD ONLY TO NOV. 25th)

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With Housewives League Mag.	\$1.00	} A \$4.00 value. Only \$2.35
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Housewife	.50	

Housewives League Magazine	\$1.00	} A \$1.50 value. Only \$1.25
Peoples Home Journal	.50	

Housewives League Magazine	\$1.00	} A \$1.50 value. Only \$1.20
Today's	.50	

Housewives League Magazine	\$1.00	} A \$2.00 value. Only \$1.70
Modern Priscilla	1.00	

Housewives League Magazine	\$1.00	} A \$2.00 value. Only \$1.60
Ladies' World	1.00	

Housewives League Magazine	\$1.00	} A \$2.50 value. Only \$2.00
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17	Housewives League Magazine	1.00
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15	Ladies' World	1.00
23	Metropolitan	1.50
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55	Scientific American	3.00
50	Scribner's Magazine	3.00
17	Something To Do—The Children's Magazine	1.00
35	Sunset Magazine, The Pacific Monthly	2.50
*	Vogue	4.00
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40	The World's Work	3.00
40	The Youth's Companion	2.00

Add any other periodicals you may desire with full price. We will refund all we can save you.

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450 4th Avenue, New York

Special Offer to Members of The Housewives League—This \$2.50 ^{Card}_{Index} **Cooking Recipe Cabinet**

*Containing 466 famous Pure Food Recipes ; a complete set of
Index Guide Cards and 100 Blank Cards for additional recipes*

No more bulky cook books. No more confusion. This cabinet systematizes your cooking, keeps every recipe in its place where you can find it instantly.

The 466 Recipes in Each Cabinet

are selected, prepared and approved by the greatest Pure Food and cooking authorities in America. Surely you will want them. Nothing like them has ever been offered before. The additional blank cards permit you to add your own favorite recipes and to save the favorite recipes of your friends or other recipes from time to time. You complete your own cooking cabinet to suit your individual taste.

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SPECIAL NOTICE.—We will publish other new recipes, by these same cooking authorities, which you can save and file in this cabinet. Plan to get yours now! It is positively the greatest article ever devised for the busy housewife.

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to members of the Housewives League who send us 3 new subscriptions to the Housewives League Magazine with \$1.00 each. We will send it postpaid to old subscribers with one year's renewal for \$2.00.

HOUSEWIVES LEAGUE MAGAZINE, Inc.,
Publication Office: No. 450 Fourth Avenue, New York City



IT IS
THREE
TIMES
THIS
SIZE

Whiter-Sweeter-Lighter Bread and Cake

The first essential of success in home-baking is to employ a leavener that is pure, thorough and dependable—one that raises evenly, and gives the bread and cake the right texture, and appetizing appearance—and makes them easily digested. The purity, uniform strength and perfect keeping qualities of

Rumford THE WHOLESOME BAKING POWDER

insures whiter, sweeter, lighter cake and bread—it raises the baking just right, and adds to the nutritive value, as it restores the health-giving properties which fine wheat flour loses in the process of milling.

Rumford is an exceptionally efficient leavener and experience also proves it to be the most economical, as it does not waste good flour, eggs and butter, and it is sold at a reasonable price.

Try Rumford, next baking day, and you will know why prominent food-experts commend it as—"a healthful, efficient and economical leavening agent."



Every housewife should have a copy of "Rumford Dainties and Household Helps." We will be pleased to send it Free upon request.

Rumford Chemical Works

Providence, R. I.

Another Way to Use Wheatena

Wheatena Chocolate Cake

1 cup sour milk	1 cup boiling water
1 cup butter	$\frac{1}{2}$ cup shaved chocolate
2 cups sugar	1 teaspoon soda
3 cups flour	$\frac{1}{2}$ teaspoon cinnamon
1 cup raisins	1 teaspoon vanilla
$\frac{1}{2}$ cup uncooked Wheatena	2 eggs
1 teaspoon baking powder	

Pour boiling water over Wheatena and chocolate. Mix well and stand covered up. Then add to it the beaten eggs, creamed butter and sugar. Dissolve soda in two teaspoons of boiling water. Stir into the milk till foamy, put baking powder into $2\frac{1}{2}$ cups of the flour, add it and the milk to the creamed mixture, beat well. Lastly add the raisins floured with the remaining $\frac{1}{2}$ cup of flour. This will make a large cake. Bake in a tube pan 45 to 50 minutes.

Wheatena is a unique breakfast cereal. It tastes good, is easy to prepare and is economical.

*If you do not know Wheatena write
for free sample and recipe booklet*

THE WHEATENA COMPANY

WHEATENAVILLE

RAHWAY

NEW JERSEY

May We Ask You a Few Questions About Matches?

What kind do you use? Do you know? Or don't you? Most people don't.

There's a world of difference between different kinds.

Do you realize that?

There are sulphur matches, and "parlor" matches, and "single-dipped" matches, and "double-dipped" matches, and "strike-on-box" matches, and "strike-anywhere" matches, and safety matches that are safe, and safety matches that are not safe.

Which kind do you use? And why?

The ideal match is one that is non-poisonous; that lights on any ordinary abrasive surface; that doesn't spark or sputter or break in two when you try to light it.

Safe Home Matches are non-poisonous. They light anywhere. They do not spark. They do not sputter. The sticks are strong and sturdy.



So. Allgrocers. Ask for them by name.

The Diamond Match Company



Ball Bearing—Long Wearing

The
**"Silent
Smith"**

New Model 8

ONE of the greatest retail merchants of the country built his business upon the maxim—"The customer is always right." This principle has been followed in the manufacture of the

L. C. Smith & Bros.
typewriter

The wants of the *user* have dictated its construction. The *user* has decided in favor of certain improvements, now incorporated in the New Model 8. Here are some of them:

Silence of Operation—The most silent running efficient typewriter ever placed on the market. Absolute silence has been very nearly attained.

Decimal Tabulator—A help in billing and tabulating. There is no extra charge for this convenience.

Variable Line Spacer—Enables the operator to start on a given line and space from point of starting; also to write on ruled lines whose spacing varies from typewriter spacing. A great help in card work.

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Choice of Carriage Return—Upon special order the new left hand carriage return will be furnished in place of the right hand.

All the important features of previous models have been retained—ball bearing carriage, typebars and capital shift; back spacer, key controlled ribbon, removable platen, protected type, flexible paper feed and automatic ribbon reverse.

*Write for new catalog of Model 8—
It will explain why the L. C. Smith & Bros.
typewriter is a synonym for superior service*

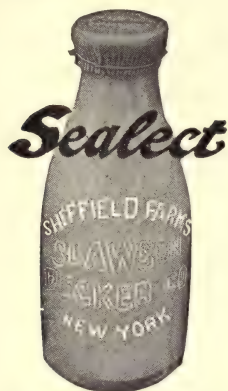
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Shipped From Plants Devoted
Exclusively to Grade-A-Milk



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Selected for richness and safeguarded by a non-replaceable seal.

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Redeem Your Karo Syrup Labels— Karo Premium Offer

SEND us labels from 50 cents worth of Karo (red or blue), and 85 cents and receive this Wonderful 10 1-2 inch Aluminum Griddle by prepaid parcels post. This griddle retails regularly at \$2.25. It cooks uniformly on entire baking surface. Needs no greasing, therefore does not smoke, is as light and bright as a new dollar, never rusts, easily kept clean, will not break and lasts a lifetime.

At great expense we are seeking to place a Karo Aluminum Griddle in the homes of all Karo users, so that Karo—the famous spread for griddle cakes and waffles—may be served on the most deliciously baked cakes that can be made.

Karo
(KARO U.S. PAT. 607)

the Syrup Choice
on Thousands of
American Tables

THE woman who keeps the syrup pitcher filled knows better than anyone else how strong the members of her family are for Karo on the griddle cakes, hot biscuits, bread and waffles. She may not know how many thousand cans of Karo are used in her home state, but she does know how often her own Karo pitcher is emptied. The forerunners housewife buys Karo by the dozen and keeps it in the pantry ready for the daily filling of the syrup pitcher.

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Dept. YY. New York P. O. Box 161

Beech-Nut

Tomato Catsup



WHY not serve a *natural* tomato catsup at your table—Beech-Nut Tomato Catsup (*the natural catsup*), with all the full, rich tomato flavor intact! Yet the price of Beech-Nut Tomato Catsup is the same—two sizes, 15c and 25c (in the extreme West, a little more).

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Invites every Housewife to
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There is a rest room where you can read, write, rest, and make appointments to meet your friends. Come and use it.

There are lectures by experts every day and sometimes several times a day on everything relating to household management. Come and hear them.

There are talks for the Junior Leaguers and lessons in candy-making and simple cookery every Saturday morning. Bring or send your children.

Tea is served every Friday afternoon from 3 to 5 o'clock, and the members of the National Executive Committee are "at home" to all homemakers. Come and enjoy yourself.

The foods, domestic equipment and other things which the Housewives League has endorsed are on exhibition. Come and see them, and ask our Domestic Scientist to tell you all about them.

There is a model kitchen where you are sure to get ideas that will make your own domestic machinery run more smoothly. Come and see it, and let the demonstrator tell you all about it.

The housewife has three problems to consider: housing, clothing and feeding. In our lectures and exhibits we offer you the newest and most practical ideas about all of them. Come and get them.

Don't forget the address: No. 25 WEST 45th ST., NEW YORK CITY



“The Boys Own Vigor-Giver”

that's what the mothers who know and
use it call

Pillsbury's Best Flour

If *you* want *your* boys to be manly and
ruddy and sturdy and strong—if you
want to see them bubbling over with
life and energy—

Give them Bread made from flour
that's rich in Gluten and low in
Starch—give them bread made from
flour that's rich in strength and body-
building qualities drawn from the
breeze-swept, sun-drenched northern
prairies—Get and give them Pillsbury's
Best

Thanksgiving Proclamation

BE it known to all good housewives everywhere that the most fitting climax to the Thanksgiving Feast is to serve

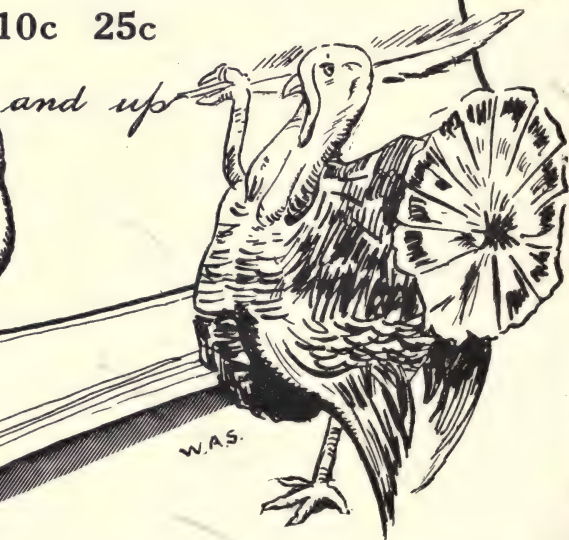
FRANCO-AMERICAN PLUM PUDDING

Because it is rich without being heavy. A delicious blend of fruits and spices prepared under the direct supervision of Monsieur E. Biardot the famous culinary expert.

5 SIZES—SANITARY TINS

10c 25c

and up



NATIONAL Housewives

LEAGUE

OFFICIAL
SUPERVISING
EDITOR
MRS
JULIAN HEATH
ORGAN

MAGAZINE



FOURTH
ANNIVERSARY
DECEMBER, 1915

MESSAGES—SPEECHES—ARTICLES

GOVERNOR WHITMAN, of New York
GOVERNOR CRAIG, of North Carolina
GOVERNOR CAPPER, of Kansas
FERRIS, of Michigan—STEWART, of Montana

LECTURE COURSE

How to Put Your Home on a Business Basis

COST OF LIVING—ART OF BUYING—BIRTH—
HEREDITY—ENVIRONMENT—ADVICE
BY EMINENT EXPERTS

LESSONS IN COOKING
HOME PROBLEMS
CRUSADES



NATIONAL
MOVEMENT
IN THE
INTERESTS
OF THE
HOUSE



Copyright, 1915, Kellogg Toasted Corn Flake Co.



HERE is a youngster in almost every home who demands Kellogg's Toasted Corn Flakes, with their zestful, appetizing, crisp-from-the-oven taste.

Think of all the homes where they are the best-liked of the cereals—the oftenest repeated—the most called for. Then ask yourself if there is something here that your folks are missing.

Once get accustomed to having the Kellogg Waxtite package handy and

you'll see how many breakfasts begin with Kellogg's—how often they are served for the children's supper—between meals—or as a light repast before going to bed.

Folks who have learned the sense of light foods are enjoying these satisfying golden flakes the year around.

And remember, please, that you don't know Corn Flakes unless you know Kellogg's—the original Toasted Corn Flakes—their goodness insured by our responsibility to over a million homes.

Then too there is the **WAXTITE** package that keeps the fresh, good flavor in—and all other flavors out.

W.K. Kellogg



"Swift's Premium" Calendar-1916



JESSIE WILLCOX SMITH

Little Red Riding Hood

The calendar will be a daily reminder of the satisfaction given by

"Swift's Premium" Hams and Bacon

How to Get the Calendar

This beautiful calendar will be sent to any address in United States for 10 cents in coin or stamps:

- or—Trade-mark end of five "Swift's Premium" Oleomargarine cartons
- or—Labels from five of "Swift's Premium" Sliced Bacon cartons
- or—4 Covers from Brookfield Sausage cartons
- or—6 Maxine Elliott Soap wrappers
- or—10 Wool Soap wrappers

(add 10c extra in Canada on account of duty.)

When you write for calendar, address:

Swift & Company

4235 Packers Ave.

Chicago

4 Fairy Tale Pictures

By Jessie Willcox Smith

This is one of the best and most novel calendars we have published. It is arranged in four leaves—each leaf picturing a scene from a popular fairy tale. A brief word story of the tale appears on the back of each picture.

The illustrations are by that world famous child artist, Jessie Willcox Smith.

The scenes are from the following fairy tales:

**Little Red Riding Hood
Jack and the Bean Stalk
Cinderella
Goldilocks**

Every child will delight in seeing these favorite fairy tale characters attractively illustrated in brilliant colors. Everybody will appreciate the artistic conception of these child-like myth children so masterfully painted by this famous artist. You'll keep it for art's sake long after the calendar has served its purpose. The pictures may be framed as there is no advertising on them.

EDITORIAL ANNOUNCEMENT

A HAPPY AND PROSPEROUS NEW YEAR TO THE HOUSEWIVES OF AMERICA—THE HOUSEWIVES LEAGUE is to make 1916 a notable year—This Magazine is to expand its mission and will come to the front as one of the Leading American Magazines—it will occupy a distinct position; it will perform a Special Service for the American Housewives.

Lecture Course in Domestic Economy

This Course of Lectures is being delivered daily at the National Headquarters of the Housewives League during 1916—Its value is estimated at \$30,000—The most important lectures will appear exclusively in the Housewives League Magazine.

Advice to Housewives by America's Greatest Authorities

The National Housewives League is a "clearing house" for valuable information—It offers this to its members throughout the nation in the pages of its Official Magazine.

Special Course of Instruction on How to Decorate Your Homes

This new department will appear in The Housewives League Magazine during 1916—It will bring to you the personal advice from the leading experts.

Start a Walking Club in Your Community

These Club Walks are to be important features during 1916—Read about them in the Housewives League Magazine.

Why Don't You Go Home?

An epoch-making appeal to the Women of America to make their homes interesting and attractive.

How to Entertain in Your Own Home

A series of Home Entertainments prepared by the leading professional entertainers for the average home.

What Shall We Do With Our Children?

Valuable discussions on every phase of child training.

What Shall We Do With Our Husbands?

Interesting and bright discussions on the relations between the Housewife and the Husband in the conduct of our homes.

How Women Spend the Family Income

What Our Girls Should Know About Housekeeping

Hints on the Preservation of the Teeth

Story-Tellers' Clubs on Winter Evenings.

How to Discriminate Between Advertised Goods

Boosts for Honest Dealers—Exposure for Frauds

Fight for Clean Flour—It Concerns the Bread in Our Mouths

Do You Use Cotton Seed Oil—It is Economical

RALLY NUMBER IN JANUARY

THE HOUSEWIVES LEAGUE MAGAZINE begins the year 1916 with a GRAND RALLY NUMBER—Every woman in the United States should read it—It solves many of the problems of the COST of LIVING—It shows you How to Put Your Home on a Business Basis—It will teach you Economy—Read it.

Lessons in Cooking by Domestic Scientists

These daily demonstrations are given at the Experiment Kitchen of the National Housewives League—Attend the lectures if you can—otherwise have them brought into your home by the Housewives League Magazine.

Lessons in Dressmaking and Millinery

These classes are being formed at the National Headquarters—Instruction will be given to those who cannot attend in the pages of the HOUSEWIVES LEAGUE MAGAZINE during 1916.

Health Advice by Eminent Specialists

Read the Articles in the December issue by Dr. Wallin and Dr. Christian—Equally valuable Articles will Appear in Every issue during 1916.

Campaigns for Square Deals, Fair Prices and Pure Products

The Housewives are fighting these battles for the Defense of the Home in Every State—Keep posted in the Official Magazine.

Grand Rally to the Housewives Standard

The January number of the Housewives League Magazine is a RALLY NUMBER—Every woman should join the movement.

Achievements of the Housewives League

This is a record of the Battles fought—and won—by the National Housewives—It is an inspiring story of the power of women when united for a Great Cause.

How to Put Your Home on a Business Basis

Great Articles by Great Experts—These Articles alone are worth Hundreds of Dollars to Every Housewife

The Cost of Living and the Art of Buying

These Articles will tell you How to Get the Best for Your Money—They are time-savers and money-savers.

What Does it Cost to Heat Your Home

This is another of the Articles that shows you where and how to economize—how to get what you pay for.

Home-Making in All Lands—How other women do it

Laws That Affect the Home—Read our Legislative Department League Progress Throughout the Nation

What the Junior League is Doing

Books for the Housewife to Read

Menus and Recipes from the Housewives Kitchen

Battle for Pure Butter—The “bread and butter” problem

Honey—Do You Eat Honey—It saves money

AN OPEN SECRET

Did you know that

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is Myrtle Reed, author of *Lavender* and *Old Lace*, etc.? Out of her experience as a housekeeper, Myrtle Reed has planned the Homemaker Series of hand books. We offer four of these to you on special terms. They are invaluable in every home. You will be delighted with any one or all of them. They are:

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Proper Salads and Others—Salad Dressings and Aspics—Salads of Fish—Meat—Vegetables—Fruit—Egg—Cheese—Nut—Cheese Dishes—Canapés—Sandwich Fillings—Complete Index—415 pages.

Competent authorities agree that this is one of the most important and successful of the Homemaker Series. "In no phase of the culinary art is genius so necessary as in the compounding of a salad."



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What to Have for Breakfast

The Philosophy of Breakfast—How to Set the Table—The Kitchen Rubaiyat—Fruits—Cereals—Salt Fish—Breakfast Meats—Substitutes for Meat—Eggs—Omelets—Quick Breads—Raised Breads—Pancakes—Coffee Cakes and Waffles—Beverages—and 365 Different Breakfast Menus—Complete Index—282 Pages.

"Whoever follows its laws will bring peace to her household and kindly fame to herself. It is the best book in all the world with which to start the fresh day, and an intelligent application of its rules may set in motion the very springs of heroism, joy, and achievement."—*Chicago Tribune*.

Every-Day Dinners

Eating and Dining—35 Canapés—100 Simple Soups—50 Ways to Cook Shell-Fish—60 for Fish—150 for Meat and Poultry—20 for Potatoes—30 Simple Sauces—150 Salads—Simple Desserts—365 Dinner Menus—Complete Index—410 Pages.

"Simplicity—and, as a general rule, economy—has been the standard by which each recipe has been judged. All are within the capabilities of the most inexperienced cook, who is willing to follow directions."

Every-Day Luncheons

Luncheons Wise and Luncheons Foolish—Quick Soups—Dainty Dishes of Fish—Meats Suitable for Luncheon—One Hundred Sandwich Fillings—Simple Salads—Beverages—Easy Desserts—and 365 Every-Day Luncheon Menus—Complete Index—325 Pages.

"Here are 365 menus, one for every day in the year, besides a variety of recipes that have a toothsome aspect in print and have not been found wanting in practice, as we are assured. There are some introductory words on 'Luncheons, Wise and Foolish,' which contain sound philosophy with a coating of humor."—*Pittsburgh Gazette*.

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These Olive Green Books are sold in book-stores everywhere at \$1.00 a copy. We will give a copy free to every member of the Housewives League who sends us one new subscription to the Housewives League Magazine at \$1.00, plus 10c for postage on the book. We will send any two books for two new subscriptions at \$1.00 each, plus 20c postage; three books for three new subscriptions at \$1.00 each and 30c for postage, and for four new subscriptions at \$1.00 each we will send the entire set of four books, postage free.

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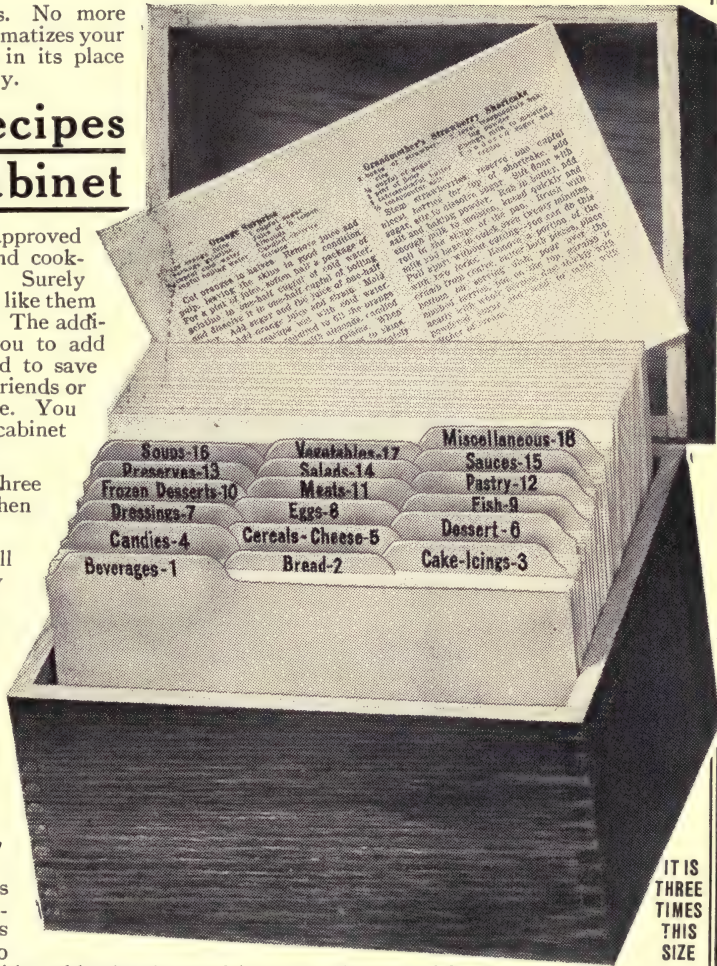
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